

Putri Heij

UX DESIGNER

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PROFILE

A curious and creative UX designer with a background in marketing and content creation. Experienced in crafting engaging content for diverse audiences. Dedicated to collaboration and focused on designing solutions that enhance people's everyday lives.

EXPERIENCE

■ FEB 2024 - JAN 2025

CareerFoundry | Remote

UX Designer at Training

- Completed an intensive training in UX Design.
- Project 1: Vocabulary app that encourages students to learn a new language or improve in one.
- Project 2: Networking app where amateur artists can connect with professionals and ask them advice.
- Project 3: Voice skill that tells users comforting haikus (poems) whenever they need it in their day.
- Project 4: Voice skill that helps busy students cook meals without having to look at their phone.
- Project 5: Interactive art quiz that uses voice assistants to engage art students and practitioners.

■ JAN 2022 - JAN 2024

Portbase | Rotterdam, the Netherlands

Marketing Communications Advisor

- Created a social media strategy, which improved the company's social media presence, and LinkedIn followers increased with 78% in 1,5 year.
- Worked closely with UX designers and the Product team to coordinate content and designs.

■ AUG 2019 - FEB 2022

DeMarktwijzer | Roermond, the Netherlands

Social Media Specialist

- Emphasized with each business' unique customer persona, in order to craft engaging content.

EDUCATION

2024-2025

CAREERFOUNDRY

- UX Design
- Voice User Interface Design

2019-2021

TILBURG UNIVERSITY

- MSc Communications and Information Sciences

SKILLS

- Wireframing/Prototyping
- User Research
- User Flows and Journeys
- Concept Design
- Information Architecture
- User Testing
- Stakeholder Management
- Style Guides
- Design Systems
- Voice Design
- Figma
- Microsoft Office
- Amazon Alexa
- Keynote/Pages

LANGUAGES

- Dutch (C1)
- English (C1)
- Indonesian (C1)
- Mandarin (HSK 3)
- Korean (TOPIK 2)
- French (B1)