

SOFIE VERHOEVE

UX/UI Designer

www.sofieverhoeve.com

hello@sofieverhoeve.com

Education

01/10/1995 – 23/06/1999

Master in Visual Arts (Graphic Design) at LUCA school of Arts, Ghent, Belgium

Skills

Product Design (UX/UI Design),
Web Design, Visual Design,
Wireframing, Prototyping,
Branding, Design Systems, Design
Strategy, Usability, HTML, CSS.

Toolkit

Figma, Photoshop, Illustrator,
Indesign, Microsoft Office,
numerous CMS systems,

Languages

Dutch: Native
English: Mastery level
German: Mastery level
French: Mastery level

Professional Experience

My journey into screen design commenced early on. Over the years, I've had the privilege of contributing to numerous projects in UI/UX web and brand design. My goal is to transform complexity into user-friendly products. I'm a creative strategic thinker, yet hands-on.

01/01/2014 – today

UX/UI Designer Freelance

UX/UI – Web design – Graphic Design

01/03/2011 – 20/06/2014

Online Communication Manager iMinds (now part of imec)

In my capacity as Online Communication Manager, I played a key role in overseeing the rebranding process, conducting UX research, and managing website development and marketing materials creation.

01/05/2003 – 01/10/2011

Web Designer Freelance

Web design and online communication for large and small sized clients: Ghent University, RTT Munich, Thomas Cook, freelance for BBDO (Pepsi, Mercedes, ING) & Duval Guillaume (Brussels Airlines).

20/11/2000 – 21/05/2005

Web Designer Tectrade/Clear2Pay

Web design and project management for various customers such as: 3Suisses, Deceuninck, Sanoma Magazines, etc.