

# SOFIE VERHOEVE

UX/UI Designer

[www.sofieverhoeve.com](http://www.sofieverhoeve.com)

[hello@sofieverhoeve.com](mailto:hello@sofieverhoeve.com)

[LinkedIn](#)

## Education

01/10/1995 – 23/06/1999

Master's in visual arts (Graphic Design) at LUCA school of Arts, Ghent, Belgium

## Credentials



## Skills

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

## Toolkit

Figma, Adobe Photoshop, Illustrator, InDesign, Microsoft Office, numerous Content Management Systems, collaboration tools, etc.

## 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.

01/11/2015 – 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, overseeing website development and marketing materials and content 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.