

Robin Brands

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UX DESIGNER

HELLO, I'm a qualified UX designer with an extensive background in fashion design focussed on creating thoughtful and meaningful digital experiences.

02

SKILLS

Skills & Techniques

Competitive benchmarking
Online survey
Note taking
Usability test
Affinity diagram
Customer journey map & customer value curve
Userflows
Sketching
Wireframes & annotations
Prototyping
Dutch & English
Branding
Illustration

Soft skills

Creativity
Strategic & Critical thinking
Empathy
Problem solving
Communication
Collaboration
Taking criticism
Time management
Storytelling
Curiosity
Innovation

Tools

Adobe creative suite
Figma
SurveyMonkey
Google Forms
Showit
Procreate

01

EDUCATION

2023 - CURRENT

Figma training: advanced course

Figma

2023 - CURRENT

Software and coding fundamentals for UX

UX Design Insitute + Glasgow Caledonian University,

2021 - 2022

Professional Diploma in UX Design

UX Design Insitute + Glasgow Caledonian University,

2005 - 2009

Fashion and Textile Design, B.A.

Maastricht Academy of Fine Arts and Design, NL

1999 - 2005

VWO

Romboutscollege in Brunssum, NL

03

EXPERIENCE

FROM DEC 2021 - CURRENT

Freelance Senior Fashion Designer - for various companies

Current: ØLÅF in Amsterdam, NL

Designing and developing the full menswear collection ~ modern.

Okt 2022 - DEC 2022

Freelance UX/UI Designer & Concept illustrator

Innofaith in Eindhoven, NL

Helped analyzing the problems at hand and optimized the flow of their app.
Customer journey map · Userflow · Sketching · Wireframing · Presenting mid fidelity screens and ideas to various stakeholders · collaborating with developers.

JUL 2017 - FEB 2021

Head of Design

Van Winkel Fashion in Budel, NL

Designed and developed 7+ collections for 3 shirt brands: John Miller, Ledub and Blue Crane ~ semi formal, classic, casual.

Created concepts and oversaw concept execution from design till branding and marketing. Managed and guided my creative team of 3 and improved the overall collaboration between departments - Design, Buying, Marketing, Sales.

~ to be continued..

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UX DESIGNER

04

INTERESTS

Whiskey

Travel

Painting

Digital illustrations

Animating

Crochet

Hiking

Mayonaise

Table tennis

Reading

Deep talks about life

I am naturally curious to many things, I love adventure and my goal is to keep learning new things and to grow as a professional and as a creative.

05

ACHIEVEMENTS

JUN 2010

Winner of Design for emptiness challenge

10.000 Euros

For writing a creative business plan to prevent vacant buildings in the city center of Heerlen.

EXPERIENCE CONTINUED

- Analyzing trends, creating moodboards and colorcards.
- Selecting fabrics, trimmings, making source requests.
- Fairs, shopping trips.
- Designing prints & artworks.
- Designing pullovers, sweaters, leather accessories.
- Assessing prototypes, qualities, labdips, mock-ups etc.
- Fittings of prototypes & samples.
- Maintaining communication with suppliers & our own factory.
- Presenting collections to sales teams, managing director, shareholder.
- Visiting our customers, doing sales evaluation for feedback.
- Designing sales cards for sales department.
- Mentoring, motivating, briefing my team of 3.
- Performance appraisals
- Leading marketing team in terms of concepts for photoshoots, DTP tasks, showroom design, product photography for online, social media etc.
- Coordinating design/ buying/ marketing/ sales/ logistics departments to work together in an efficient and overall pleasant way.

2015 - 2017

Senior Fashion Designer Menswear

JBC in Houthalen - Helchteren, BE

Designed & developed full silhouette collections for 2 brands ~ casual & semi formal.

Wovens: outerwear, shirts, pants, denim, swimwear, tailoring.

Knits: flatknit, jerseys, sweats.

Accessories and trims.

Presented monthly collections, item walls and table presentations to various stakeholders.

Briefed and guided my team of graphic designer and styling assistant.

Fit sessions with technical designers.

Close communication with vendors.

2011 - 2015

Fashion Designer Menswear

McGregor Distinction in Driebergen, NL

Together with the Creative Director responsible for designing and developing the entire Distinction collection which was sold in retail and wholesale stores - (semi) formal.

My goal was to achieve the right balance between commercial styles and innovative brand right styles.

2010 - 2011

Fashion Designer

HJORDISROBIN in Heerlen, NL

Own fashion label + pop up store to promote and sell work of upcoming designers founded together with Hjordis Orbons.