



Contact

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MICHAEL GROEN

Everything is an experience, but not every experience is worth memorizing.
I want to create experiences that last a lifetime.

EXPERIENCE

Recent **Intern web designer** *Tokyo*
2014 CREAM

Being responsible for all the design work within the company. Designed multiple projects for luxury and big brands. Researched and created successful concepts and designs for project proposals & presentations. Transformed designs into interactive prototypes for user testing and presentations. Multimedia and responsive design. Redesigned and created visual identities and business cards. Adjust HTML and CSS elements within Wordpress. Delivered in a fast-paced iterative environment.

Recent **Web designer & Web Consultant** *Almere*
2014 Freelance

In my free time I am editing and managing product pictures for e-commerce websites. Designing for Open Cart and doing Front end Development in Wordpress. I am also helping as a UX webconsultant.

2013 **Intern Front end Developer** *Amsterdam*
Ravonet - Appstore Amsterdam

Developing several Wordpress templates and sites for different clients of the company with html5, css, javascript and php. Also developed different email templates with xhtml. Had to research and create templates for multiple usage and consult the company on how to work with responsive design. Presenting final products to several clients and give training in how to use WordPress.

2012 **Intern Marketing & Communication** *Amsterdam*
TMG - Groupdeal

Working with the front side of Magento and product administration. Creating commercial stories for a big variety of products. Editing creative product pictures for an e-commerce website. Helping customers with pre and afster sales.

2011 **Sales & Communication** *Almere*
Call2Day

Make outbound calls to potential clients in order to sell the company's services and product

EDUCATION

Recent **Communication & Multimedia Design**
2011 University of applied sciences Amsterdam

2013 **Japanese I**
2012 Volksuniversiteit Almere

SKILL SUMMARY

Design

Rapid Prototyping
Information architecture
Interaction design
User interface design
Information architecture
User centred design
Evidence based design

User experience

Data analysis
Concepting
Cognitive psychology
User research
Usability testing
Personas
Scenarios

Front end development

HTML
CSS
Javascript
jQuery
Responsive design
Optimizing

Communication

Content management
Presenting
Planning
Sales
Consulting

TOOLS

Adobe Photoshop
Adobe Illustrator
Sketching
Balsamiq
Invision
Sony vegas
Sublime text

Google services
MS office
Keynote
Trello
Grunt
Bower

LANGUAGES

Dutch - Native
English - Fluent
Japanese - Intermediate