

**Pablo Sijbrants**

**Product Designer  
based in Amsterdam,  
focussing on UX and  
Visual Design.**



Online portfolio

[pablosijbrants.framer.website.nl](http://pablosijbrants.framer.website.nl)

Work in progress

Additional UX/UI work

On request

Email

[pablo.sijbrants@gmail.com](mailto:pablo.sijbrants@gmail.com)

Languages

Dutch (native) / English

**“I specialise in crafting exceptional digital experiences to bring joy to users and help clients achieve their business goals.”**

## Education.

2014 - 2018

Communication & Multimedia Design  
University of Applied Sciences Amsterdam (HBO)

2011 - 2013

Graphic Design  
Mediacollege Amsterdam - MBO level 4

## My skillset.

Experienced with

UX/UI Design, Brand design, Wireframing,  
Information Architecture,  
UX micro copy, Usability testing,  
User Research, Prototyping,  
HTML / CSS, Website development,  
Agile/Scrum method

Techstack

Figma, Adobe Suite, Hotjar, Framer

Work experience 

# 8+ years experience.

09/2020 - 10/2023  
(3 years)

## Senior Product Designer at RocketX

Creating a wide range of deliverables for numerous clients, through a deep understanding of their business strategy and needs. My expertise spans wireframing, website design, information architecture, rebrandings, usability reports, consultancy and website development.

06/2019 - 12/2019  
(6 months)

## Freelance Lead UX & UI Designer Salesforce Service Cloud at DPG Media

Translating the needs of the agents from the Client Contact Center into a tailor made interface. This resolved many of their frustrations, improved their workflow and gave them a future proof environment within Salesforce.

07/2018 - 02/2020  
(1 year, 6 months)

## Freelance UX & UI Designer at Moneyou

Improved the UX and UI for various tools/products Moneyou offers on their site (mortgages, loans, Moneyou Go), as well as redesigning the website. Part of the CRO and usability team; A/B testing, usability testing, conversion optimization.

02/2018 - 06/2018  
(6 months)

## Freelance UX & UI Designer at DPG Media

Developed a concept to improve the customer care for users of Het Algemeen Dagblad, a big newspaper brand. What followed were many iterations and usability tests. The login portal became a central self-service hub.

08/2017 - 01/2018  
(6 months)

## UI & Visual Designer at Random Studio

Created bespoke user experiences and products that foster conversations between brands and their audiences. Worked on projects for Tommy Hilfiger and Calvin Klein improving their shop in shop experience.

**Older experiences**  
(2013-2017)

UX/UI & Visual Designer at Peakfijn, Graphic Designer at Bloomreach,

Webdesigner at Pocketmenu (intern), Graphic Designer at vandenbusken

Branding & Dialogue (intern)