



**Michiel de Graaf** —  
Digital Product Designer

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EXPERTISE

**User Experience Design**

Creating effective ways for people to experience and interact with products.

**Interface Design**

Designing simple, efficient and user-friendly solutions for Web and Mobile.

**Front-End Development**

Developing and prototyping responsive websites and web applications.

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SKILLS

Mobile Design  
Responsive Web Design  
Wireframing, Prototyping  
Branding, Identity

Sketch  
Photoshop, Illustrator  
Adobe Creative Suite  
Principle

HTML (HAML)  
CSS (SASS, SCSS)  
Javascript (CoffeeScript)  
Git & Subversion

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WORK

**Design Consultancy**  
www.michieldegraaf.com

July 2009 - Now

Clients include amongst others; Product Hunt, Airbnb, Sony Computer Entertainment, Guerrilla Games, TravelBird, Questionmark, Soocial, Birdback, KPN and Delta Lloyd.  
Responsibilities; UX and UI Design for Web and Mobile, Branding and Identity Design.

**Tidal**  
Design Consultant — www.tidal.com

March 2017 - September 2017

Tidal is a music and media streaming platform. Worked on a complete redesign of the mobile (iOS, Android) apps, app restructuring, designing new features and future concepts.  
Responsibilities; UX and UI Design for Mobile.

**Dubsmash**  
Product Design — www.dubsmash.com

March 2016 - October 2016

Social networking app that allows users to easily create, share and edit fun pictures, (dubbed) videos and messages. Worked on all aspects of the app for iOS, Android and Web.  
Responsibilities; UX and UI Design for Mobile and Web.

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WORK

**Brewbot**

August 2015 - March 2016

Product Design — [www.brewbot.io](http://www.brewbot.io)

Digitalising the beer brewing process. Worked on creating a mobile app that makes brewing beer easy for beginners and more effective experienced brewers.

Responsibilities; UX and UI Design for Mobile and Web, Branding & Identity.

**Product Hunt**

February 2015 - April 2015

Design Consultant — [www.producthunt.com](http://www.producthunt.com)

Responsible for creating multiple new web pages, improving existing features, new version of the iOS app, improving user engagement and reworked the company logo.

Responsibilities; UX and UI Design for Mobile and Web, Identity, Front-end development.

**Awkward**

March 2014 - February 2015

Product Designer — [www.madeawkward.com](http://www.madeawkward.com)

Worked in close collaboration with a variety of companies to improve and build new products. As well as inhouse projects like Beam, a Reddit client for iOS ([www.beamreddit.com](http://www.beamreddit.com)).

Responsibilities; UX and UI Design for Mobile and Web, Identity, Front-end development.

**Killzone Shadow Fall**

May 2013 - July 2013

Design Consultant — [www.guerrilla-games.com/play/killzone](http://www.guerrilla-games.com/play/killzone)

Worked in collaboration with Guerrilla Games (Sony Computer Entertainment) to create the in-game interface for the PlayStation 4 launch game Killzone: Shadow Fall.

Responsibilities; UX, UI and Interaction Design.

**Airbnb**

2013 - 2014

Design Consultant — [www.airbnb.com](http://www.airbnb.com)

Worked in collaboration with the in-house designers and developers at Airbnb to redesign the referrals program, and help boosting user engagement of the referrals after its launch.

Responsibilities; UX and UI Design for Mobile and Web.

**Karma**

April 2012 - April 2013

Lead Designer — [www.yourkarma.com](http://www.yourkarma.com)

Techstarts 2012 spring program Alumni, raised \$1.2m seed funding. Re-inventing Wi-Fi by designing and developing a new and easy way for people to get online and use internet on-the-go.

Responsibilities; UX and UI Design for Mobile and Web, Branding, Front-end development.

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WORK

**Mangrove**

October 2011 - April 2012

Product Designer — [www.mangrove.com](http://www.mangrove.com)

Worked on the design and development of multiple projects amongst others: Mangrove, Bovag, Delta Lloyd, SeaChange, Stichting Zonnebloem, TopMec and VOD iOS projects.

Responsibilities; UX and UI Design for Mobile and Web, Front-end development.

**Sofa**

May 2011 - June 2011

Product Designer — [www.madebysofa.com](http://www.madebysofa.com)

Worked on Sofas products and applications before the company got acquired by Facebook a few months later, also worked on Appsterdam in close collaboration Mike Lee.

Responsibilities; UX and UI Design for Web, Branding & Identity.

**i-Aspect**

September 2009 - April 2011

Designer and Front-end developer — [www.i-aspect.com](http://www.i-aspect.com)

Helped design and develop multiple marketing campaigns for prominent Dutch brands, companies, start-ups and professional sport clubs like FC Utrecht.

Responsibilities; UI Design for Mobile and Web, Front-end development.

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ACADEMIA

**Multimedia and Communication Design**

Scholastic year 2005 - 2009

Grafisch Lyceum Zwolle

Studied; User Experience Design, Interface Design, Web Development, Interactive Development (Flash, ActionScript, XML), Animation and Film. Languages: Dutch, English and German.

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FEATURES

**.Net Awards 2014, Best Online Portfolio**

[www.michieldegraaf.com/old](http://www.michieldegraaf.com/old)

Web showcase features; .Net magazine, SiteInspire, Awwwards, CSS Design Awards.

My work has been featured on sites and magazines such as; TechCrunch, CNET, USA Today, Engadget, Gizmodo, The Verge, Bloomberg, The Next Web, .Net Magazine.