



Michiel de Graaf —
Digital Product Designer

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EXPERTISE

User Experience design

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

Interface design

Designing simple, innovative and user-friendly solutions for web and mobile.

Front-end development

Developing and prototyping responsive websites and web applications.

SKILLS

Interaction Design

Wireframing & Prototyping

Branding & Identity

Iconography

Sketch

Photoshop & Illustrator

Adobe Creative Suite

Git & Subversion

Responsive Design

HTML (HAML)

CSS (SASS, SCSS)

Javascript (CoffeeScript)

WORK

Design Consultancy

Owner — www.michieldegraaf.com

July 2009 - Now

Clients include amongst others; Product Hunt, Airbnb, Sony Computer Entertainment, Guerrilla Games, Sonos, Birdback, Questionmark, Social, KPN and Delta Lloyd.

Interface, Interaction and UX design, Web and Mobile design, Front-end development, Branding.

Dubsmash

Design Consultant — www.dubsmash.com

March 2016 - Oktober 2016

A video communication platform, making it easy and fun for people to share experiences.

Focussing on creating and sharing; photos, video and text messaging.

User Experience Design, Interaction Design, Interface Design, Web and Mobile platforms.

Brewbot

Design Consultant — www.brewbot.io

August 2015 - March 2016

Digitalizing and modernising the beer brewing process, making brewing good beer easy and accessible to anyone and providing a better brew solution / interface for experienced brewers. Interface, Interaction and UX design, Web and Mobile design, Branding.

Product Hunt

Design Consultant — www.producthunt.com

February 2015 - April 2015

Responsible for creating multiple new web pages, improving existing ones, new version of the iOS app and focussing on improving user engagement and and brand re-alignment. Interface, Interaction and UX design, Web and Mobile design, Front-end dev, Branding.

Awkward

Product Designer — www.madeawkward.com

March 2014 - February 2015

Worked on and in close collaboration with a variety of start-ups and companies; Message Bus, KPN and Sonos. And on own projects like Beam, a reddit client for iOS (www.beamreddit.com). Interface, Interaction and UX design, Web and Mobile design, Front-end development, Branding.

Killzone Shadow Fall

Design Consultant — shadowfall.killzone.com

May 2013 - July 2013

Worked in collaboration with Guerrilla Games (Sony Computer Entertainment) to create the in-game interface for the critically acclaimed Playstation 4 launch game Killzone: Shadow Fall. Interface, Interaction and UX design.

Airbnb

Design Consultant — www.airbnb.com

2013 - 2014

Worked in collaboration with the in-house designers and developers at Airbnb to re-design the referrals program, significantly boosting the user engagement of the referrals after its launch. Interface, Interaction and UX design, Web and Mobile design.

Karma

Lead Designer — www.yourkarma.com

April 2012 - April 2013

Techstarts 2012 spring program Alumni, raised \$1.2m seed funding. Re-inventing Wi-Fi by designing and developing new and easy ways for people to get online and use internet on-the-go. Interface, Interaction and UX design, Web and Mobile design, Front-end development, Branding.

WORK

Mangrove

Product Designer — www.mangrove.com

October 2011 - April 2012

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

Interface, Interaction and UX design, Front-end development.

Sofa

Product Designer — www.madebysofa.com

May 2011 - June 2011

Worked on Sofas products and applications before it got acquired by Facebook, also worked on Appsterdam in close collaboration with Jasper Hauser and Mike Lee.

Interface, Interaction and UX design, Front-end development.

i-Aspect

Designer and Front-end developer — www.i-aspect.com

September 2009 - April 2011

Helped design and develop multiple marketing campaigns for Dutch brands, companies and start-ups and professional sport clubs / teams.

Interface, Interaction and UX design, Web and Mobile design, Front-end dev, Branding.

ACADEMIA

Multimedia and Communication Design

Grafisch Lyceum Zwolle

Scholastic year 2005 - 2009

Specializing in User experience design, Interface design, Web development, interactive product development and design, media, animation and film. Languages: Dutch, English and German.

FEATURES

.Net Awards 2014, Best Online Portfolio

www.michieldegraaf.com/old

Web awards; .Net magazine, SiteInspire, Awwwards, CSS Design Awards, Mind Sparkle Mag.

Work featured on sites and magazines such as; TechCrunch, CNET, USA Today, Engadget, Gizmodo, The Verge, Bloomberg, The Next Web, Smashing Magazine, .Net Magazine.