






 Liza Noëlle Hopman
 20 december 1989
 lizahopman@gmail.com
 +31628036218



lizahopman.com 
in/lizahopman 
@LizaHopman 
@lizahopman 

LIZA HOPMAN

UX/UI DESIGNER

CURRICULUM VITAE

- ◆ **Freelance UX/UI Designer - CarNext.com**
December 2018 - Current
- ◆ **Backpacking - North & South America**
February 2018 - October 2018
- ◆ **UX/UI Designer - NoProtocol**
March 2014 - January 2018
- ◆ **Co-Founder - RA*W University**
May 2014 - May 2016
- ◆ **Creative Intern at DDB Vietnam**
October 2014
- ◆ **Jr. Art Director at Woedend!**
September 2013 - February 2014 (intern)
- ◆ **Jr. Designer at WoodWing**
September 2012 - Augustus 2013 (intern & part-time)

EDUCATION

- ◆ **Hogeschool van Amsterdam**
Bachelor's degree - Communication & Multimedia Design
2010 - 2015
- ◆ **Hogeschool van Amsterdam**
Minor - Design Theory
February 2013 - June 2013

ABOUT ME

Hi! I'm Liza. I'm a UX/UI designer from Amsterdam with 8 years of experience in the creative industry. I believe in coming up with original ideas and turning them into digital work that is innovative, measurable, appealing, but most of all... a digital product that is easy to understand and easy to use. A product that even my granny enjoys using.

Taking on thought-provoking projects that challenge me creatively and make me go the extra mile is what I consider a good day at the job.

SKILLS

- ◆ Designing prototypes and digital products
- ◆ UX, UI, interaction, visual & service design
- ◆ Design sprints and other workshop methods
- ◆ Usability testing, UX / CX research, customer journey mapping & personas
- ◆ Stakeholder management, project management, mentoring junior designers
- ◆ Agile scrum methodologies

TOOLS

- ◆ Miro
- ◆ Sketch
- ◆ Zeplin
- ◆ Invision
- ◆ Abstract

HOBBIES



WORK EXPERIENCE:

◆ Freelance UX / UI Designer - CarNext.com

December 2018 - Current

At CarNext.com I worked as a multidisciplinary UX/UI designer with a main focus to understand and guide users towards buying a car fully online. Whilst working at CarNext.com I:

- Facilitated workshops and gave presentations to stakeholders
- Scouted and managed the qualitative & quantitative customer research trajectory with research partner Milkshake
- Facilitated usability tests with the target audience to test prototypes I designed
- Redesigned CarNext.com e-commerce platform which is available in 23 european countries
- Designed their internal lead-conversion tooling
- Setup a multidisciplinary UX Writing team
- Collaborated with interaction and visual designers from digital agency Mirabeau
- Was part of their Agile scrum team



◆ UX/UI Designer - NoProtocol

March 2014 - February 2018

Developed concepts and designed branding and digital projects (UX,UI, interaction and visual design) for various brands. I attended the kick-off meetings with the clients and the director to gather all information with regards to the product, brand appearance and the scope. I created the interaction- and visual design, liaised with the director and development team whether my prototype is achievable – and once achievable I prepared and attended the presentation towards to the client and explained my considerations. During my time at NoProtocol I have become very well experienced with working under pressure and performing within tight deadlines.

Clients: Coca Cola, Philips, KRO NCRV, Jumbo, OBA, SchoolBank, Fitchannel, Taxi2Airport, Ventu
Agencies: Make some NOISE, Roorda, Board of Advisors, Yune



◆ Lead Designer - RA*W Advertisers

May 2016 - January 2018

RA*W is a network of young ambitious advertising talent in the Dutch creative industry with a wide variety of skills. RA*W is a community that comes together to be inspired and to learn from the industry's leading figures and each other; fuelled by a strong desire to grow.

After my board member position at RA*W University I joined the RA*W Advertisers team for 2 more years to work on their digital and overall brand presence.

Projects:

- RA*W X CANNES 2015 / 16 / 17 (Cannes Lions)
- RA*W X Brandt & Levie.



◆ Co-Founder / Board Member - RA*W University

May 2014 - May 2016

RA*W University has the purpose of connecting students with the creative industry and vice versa. We open doors, break down walls, collaborate, teach and inspire the next generation. As a non-profit initiative we organize monthly sessions at various Amsterdam based agencies. Annually we host 24Academy during 24Festival, run a curriculum at the University of Amsterdam (UVA) and collaborate with the young talent programs of VEA and ADCN. Next to this, our service platform 'Agencies of Amsterdam' offers an overview of the city's creative landscape.

Sessions hosted (among others) at: Ogilvy & Mather, Selmore, J. Walter Thompson, DDB & Tribal, MediaMonks.



Creative Intern at DDB Vietnam

October 2014

As part of an exchange program, made possible by Mark 'The Backpacker Intern' van der Heijden, I got the chance to work as a creative intern at the DDB Group office in Ho Chi Minh, Vietnam. In two weeks time I worked alongside my Vietnamese colleagues which resulted in a creative pitch for Heineken that was centred around their UEFA Champions League sponsorship-deal. Unfortunately the concept did not see the light of day but let's just say ... It looked suspiciously similar to the now very popular Snapchat lenses.



Jr. Art Director at Woedend!

September 2013 - February 2014 (intern)

As a jr. art director at Woedend! creative agency I've learned to always create effective designs. Whether this was for print, online or video. I would call myself a real all-rounder during this period. Here I also developed my communication skills. I have learned how to justify my choices within my field to the stakeholders and product owners. Through intensive collaborations with the creative team and customer I've developed an effective way of communicating.

Clients: Adformatie, FNV Horeca, Kia, Intermediair, Zapp, DTG, Marktplaats, Quinny, Aids Fonds



Jr. Designer at WoodWing

September 2012 - Augustus 2013 (intern & part-time)

As the only designer in the WoodWing's marketing team, I was responsible for all visual communication (on- and offline) while upholding the general visual identity of the brand. During my time at WoodWing I designed several flyers, catalogs, programs, adverts, roll-up banners, web visuals etc.

After my internship I was offered a contract and kept working for the company over the next year.

Projects:

'WoodWing Xperience 2012' designer and event photographer.

'WoodWing Partner Summit 2013' designer and event photographer.

