



📍 Amsterdam, the Netherlands
📅 Born in 1983
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🌐 <https://danielkeshani.com>

2017-Now ZZP *

Senior UX Designer
viaBOVAG.nl / BOVAG

Senior UX Designer of the fastest growing car sale portal in the Netherlands and a product of the Dutch car dealers union (BOVAG). Ideation, wireframing, design and user testing for a product that is built for and focused on its users.

2016-2017

UX Designer
Lobster Ink

UX designer for the biggest learning management system (LMS) in the hospitality industry. Prototyping and interaction design for an online app used by more than a million users and clients, including Hilton, Marriott and InterContinental Hotels Group.

2015-2016 ZZP *

UX/UI Designer
Bleeve, Greenhome

UX/UI designer for a start-up focusing on green energy and sustainability with a focus on conversion improvement and growth hacking.

2015-2015 ZZP *

UX Consultant
KPN

UX consultant for the most popular telecommunication app in the Netherlands. Analysing and observing the current status of the mobile app and improving user experience with a focus on the end-user.

2009-2015

UI Designer, Owner
Cubex cubexic.com

UI designer, project and team manager for a team comprising an illustrator and a front-end developer. Designing and developing more than 50 websites for small businesses, NGOs and organisations. (<https://cubexic.com>)

2011-2013

Master of Arts
Royal Academy of Art,
The Hague (KABK)

Skills:

User Interface (UI) / Visual Design
User Experience (UX) Design
Interaction Design
User Research (Testing / Interview)
Persona Empathy Mapping
A/B tests
Low and High Fidelity Prototyping
HTML5, CSS3

Tools:

Figma / Sketch App
Invision / Zeplin
Flinto / Principle
Axure RP and Balsamiq
Adobe Photoshop / After Effect
Google Tag Manager/Analytics
Atlassian Jira / Trello + Slack
Visual Website Optimizer / Hotjar

2007-2011

Bachelor of Arts
Gerrit Rietveld Academy,
Amsterdam,
the Netherlands

Languages: 🇬🇧 English 🇳🇱 Dutch

*ZZP (in Dutch): Freelance projects where I worked as an external employee.