



Kirsten Oliemans

UX/UI Designer & Researcher

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I design thoughtful products for meaningful impact by considering the people, systems, and environments they shape.

SKILLS

- Usability Testing/ Interviews
- Information Architecture
- Journey Mapping
- User Flows
- Wireframing
- Interactive Prototyping
- Responsive web design
- Accessibility (WCAG)

TOOLS

- Figma/ Figjam
- Claude
- Lookback
- Asana
- Wordpress

LANGUAGES

- Dutch C2 (native)
- English C1/C2
- German A2
- Spanish A2

EDUCATION

- **Master of Science Interaction Design**
Amsterdam University of Applied Science / Netherlands
2025-2026
- **Professional Diploma in UX Design**
UX Design Institute / Ireland
2022-2023
- **Bachelor of International Tourism**
Management & Consultancy
NHTV University of Applied Science / Netherlands
2010-2014

WORK EXPERIENCE

FREELANCE UX RESEARCH

2023- present

Runnr.ai | Netherlands

Runnr.ai is an AI-powered guest communication platform for the hospitality industry. I conducted qualitative research, delivering design recommendations to improve the client-facing admin platform.

- UX Research, usability testing, interviews
- Competitor Analysis

FREELANCE WEB DESIGN

2024-2025

New Zealand

- Designed and developed websites on Squarespace, Wix for small businesses
- Collaborated directly with clients from concept to launch

WEB DESIGN & MARKETING SUPPORT

2024-2025

Web Paste | New Zealand

Web Paste is a web development and marketing agency. My role has been a combination of Web Design and Marketing support.

- Web Design with Wordpress
- SEO, Content Marketing
- Social Media

SALES CONSULTANT / MARKETING SUPPORT

2016-2018

Validata Group | Netherlands

ValidataGroup is an innovative software-driven specialist in employment background screening.

- Contributed to service improvement
- Maintained and grew client relationships
- Generating leads
- Sales presentations and demo's
- Elaboration of tenders
- Negotiation and closing Deals
- Email marketing