

# Rick Bierman

Graphic Designer, Web Designer, and Brand Manager

---

## How do I get you results?

By finding real and urgent business problems I'm able to build design related solutions. I will research your target audience and find out what these users are trying to accomplish, and how we can help them achieve their goal. These creative solutions are meant to serve your clients in a better way and therefore earn you better business. The solutions vary in size; from setting up the visual identity for a business, to analyzing your website and improving the user experience.

## What is my passion?

Using a step-by-step user-first approach and designing digital products like graphics, logos, videos, responsive websites / shops and brandguides with a focus on empathy. Creative solutions where *'less is more'*.

## Who am I?

Please review the next two pages where I explain my skills in more detail.

# Rick Bierman

Graphic Designer, Web Designer, and Brand Manager

## Design Tools

Adobe Photoshop	●●●●●●
Adobe InDesign	●●●●●●
Adobe Illustrator	●●●●●●
Adobe Premiere	●●●●●●
iMovie	●●●●●●
Invision	●●●●●●
MailChimp	●●●●●●

## Web Tools

HTML5	●●●●●●
CSS3	●●●●●●
Wordpress	●●●●●●
Woocommerce	●●●●●●
Lightspeed	●●●●●●
Bootstrap	●●●●●●
SEO / Google Analytics	●●●●●●

## Language Skills


Dutch	●●●●●●
English	●●●●●●
German	●●●●●●
Swedish	●●●●●●


## Experience


- 2016 - Present ● Rick Bierman Designs  
Freelance Graphic Designer, Web Designer and Brand Manager  
Designing products like graphics, logos, print designs, websites and brand guides. Everything to help the client converse in a more efficient way.
- 2018 - 2019 ● SparkOptimus  
Graphic Designer  
Creating graphics, print material, improving the website, creating email campaigns, social media content, infographics, and editing videos.
- 2016 - 2017 ● Yilps  
Visual Designer and Web Developer  
Aligning a design and web development team to increase sales. I would create Wordpress websites for new clients whilst motivating the teams.
- 2013 - 2014 ● Glimworm  
Visual Designer and Web Developer  
Building websites for clients and working on sales and telemarketing resulted in a 28% increase in quarterly revenue.
- 2012 - 2013 ● MediaMountain  
Visual Designer  
Improving client-relationships by creating brand mockups and crafting beautiful presentations. Assessing and improving the company's brand.
- 2011 - 2012 ● Play like a Champion (Socios Sports)  
Visual Designer  
Designing animated banners in Photoshop and focussing on Customer Satisfaction. Performance optimization and maintenance of the website.


## Education

- 2013 - 2018 ● Hogeschool van Amsterdam  
Communication and Multimedia Design  
Bachelor of Science in Design.  
Relevant Coursework: Front End Development, Design Ethics, Data Visualization, Storytelling.
- 2016 ● Mid Sweden University  
Erasmus in Graphic Design  
Adapting to a new cultural and professional environment. Relevant Coursework: Graphic Design, Photography and Journalism.
- 2009 - 2013 ● ROC van Amsterdam  
Media and Advertising  
Diploma in Graphic Design.  
Relevant Coursework: Business, Print Design, Drawing and Presenting.

 [www.rickbiermandesigns.com](http://www.rickbiermandesigns.com)  
Website

 14-09-1993  
Date of birth

 [info@rickbiermandesigns.com](mailto:info@rickbiermandesigns.com)  
Email

 +31 6 81 28 27 27  
Phone

## Interests



# Rick Bierman

Graphic Designer, Web Designer, and Brand Manager

---

I am familiar with UI and UX design, prototyping, usability testing, user personas, scenarios and wireframes. I also have experience in creating a new brand identity or how to adjust current branding guidelines.

I have 10 years of experience as a Graphic Designer and Web Developer. I have a Bachelor's Degree in Arts (Communication and Multimedia Design, on the Hogeschool van Amsterdam) and completed my minor in Sundsvall, Sweden.

Courses I have finished include:

- |   |                           |
|---|---------------------------|
| <i>'Understanding the Basics of Online Marketing'</i> | - Certified by Google     |
| <i>'Understanding the Basics of Code'</i>             | - Certified by Google.    |
| <i>'Growth Strategies for Business'</i>               | - Certified by Alison.    |
| <i>'Typography Fundamentals'</i>                      | - Certified by Lynda      |
| <i>'Art History'</i>                                  | - Certified by Lynda      |
| <i>'Building Websites with HTML &amp; CSS'</i>        | - Certified by CodeCademy |

I look forward to the opportunity to work with you.

Kind regards,

A handwritten signature in white ink that reads "Rick Bierman". The letters are stylized and connected, with a long, sweeping underline that extends under the word "Bierman".