

Maarten van den Berg

Independent UX / UI (hybrid) Designer & Entrepreneur

36 - year old hybrid designer
from Haarlem, freelancing
since 2003

PROFILE

Name

Maarten van den Berg

Adress

**Korte Lakenstraat 22 rood
2011 ZD Haarlem**

Telephone

+31 (0) 6 413 70 507

Email

maarten@boiled.nl

Website

www.boiled.nl

SERVICES

Ux Design

UI Design

Visual Design

Branding

Corporate Identity

Logo design

Illustration

TOOLS

Photoshop

Illustrator

Sketchbook

Balsamic Moqueup

LANGUAGES

Dutch

(native)

English

(near native)

WORK EXPERIENCE

FOUNDER ☉ BOILED

November 2003 - Present

I started Boiled as my independent design entitiy. It had become more than that as Boiled is now also my entrepreneurial entity from which I invested in Inspirething Holding B.V.

INDEPENDENT LEAD ILLUSTRATOR ☉ MEDIARIJK

January 2004 – May 2010 (on and off)

Mediarijk was an agency that designed and built branded flash games for clients like Jobtrack, Shoestring, Monsterboard, Nauta Dutilh, KIA, Wegener, Hellema & Disney NL. I was responsible for the concept designs and the implementation of the visual assets and interface designs, to make sure a game became a cohesive experience and well... fun.

LEAD DESIGNER ☉ BLUE SYMBOLS

August 2006 – September 2007

Founded to do the client work which would be based on a technology developed by Swoot. I brought together a team of fellow designers and developers to populate Blue Symbols. The technology allowed us to design unique interfaces and gave the user a whole new web experience. I would reshape the clients' current website and redesign it to a more 'widget' or desktop app like experience. I got to work on projects for DJ LUNA, Nickelodeon US, Warner Music (Madonna)

CREATIVE DIRECTOR ☉ SWOOT

October 2007 – September 2008

When Blue Symbols was 'absorbed' by Swoot I became the creative director. While still involved with most design work, I also became more involved with business development.

REFERENCES

Remco van Kesteren - Terralemon

remco@terralemon.nl
+31 6 25 00 12 81

Eddy Boeve - Booming

eddy@booming.nl
+31 6 21 55 75 71

AFFILIATIONS

The Webby Awards

Ambassador & Judge

The Lovie Awards

Ambassador & Judge

Netwerk023

Boardmember - Lead Creative

Companies I
Freelanced for

Aquent

Freelance Firm

LBi

Clockwork

Ogilvy

Terralemon

Tjuna

IJsfontein

Zorgkiezer.nl

ON SOCIAL MEDIA

Linkedin:

nl.linkedin.com/in/maartenvdb

Twitter: @MAARTENVDB

VISUAL DESIGNER @ TWEETBURNER

December 2008 – August 2009

A Dutch startup and one of the first URL shortners after Bit.ly.

Tweetburner allows you to track the links that you share on Twitter. I was brought in for branding and interface work.

INDEPENDENT VISUAL DESIGNER @ TOMTOM

July 2011 – September 2011

I was brought in by FreelanceFirm to help translate the TomTom UI to a Renault branded UI. This meant redesigning assets and redesigning screens within the parameters of the TomTom platform, but with the Renault look and feel. I was never able to legally put any of this work in my portfolio because the cars that would carry the Renault branded TomTom system were not even in production yet.

CO-FOUNDER @ INSPIRETHING

September 2011 – Present

Based on the idea that every professional is an inspirator and because we saw an opportunity to make their interactions online more valuable, Jake Blok and I founded Inspirething. Aside from the responsibilities of managing a startup, I am responsible for the UX/UI of our proprietary platform and the Inspirething branding. Our proprietary platform, named 'Vixley', is currently in private beta.

EDUCATION

6th & 7th Grade @ Dickerson Middle School
Marietta, GA, USA
1991 – 1993

HAVO @ ECL, HAARLEM
1993 – 1998

Multi Media Design @ Grafisch Lyceum Amsterdam
1998 – 2002