

CURRICULUM VITAE

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EXPERIENCE

FREELANCE DESIGNER SONAMI

2013 – present

Visual Designer Fire Blaze

2022–present

For the company Fire Blaze, which focuses on offering practical luxury clothing for all age groups with a particular emphasis on safety and product quality in a modern way (Comparable to the brand Black Bananas). The realization of Fire Blaze is still in full production.

My contributions to Fire Blaze:

- 1. Creation of the Entire Brand Identity:** Developed a comprehensive brand identity, including guidelines and applications.
- 2. Corporate Identity /Offline and Online media design (Graphic Design & UX/UI Design):**
Designed the corporate identity for merchandise and various offline and online materials. I developed design guidelines for the website built on the Shopify platform. This included the implementation of UX design principles to enhance user experience.
- 3. Strategic Planning for the Entire Process:** Strategically planned the entire process, encompassing marketing, design, entrepreneurship, and production.
- 4. Creation of Creative Concepts for Campaigns:** Developed creative concepts for upcoming campaigns, including storytelling, copywriting, coordinating voice-overs, and organizing models, creators, and locations.

"Fire Blaze is an ongoing process where I am utilized as the creative mind of the brand, providing direction for all design-related aspects and influencing the impact on the end user and processes."

Brand/visual Designer Moonie's Oasis

2022–present

For Moonies Oasis, a luxury bodycare brand sourcing products from Dubai and selling them online, I handled the branding. Additionally, I am continuously involved in bringing to life various brand-related products such as flyers, business cards, and more.

A summary of my activities for Moonie's Oasis:

1. Purpose & Positioning
2. Target Audience
3. Tone of Voice
4. Logo & Visuals
5. Fonts & Colors
6. Patterns/Icons
7. Corporate Identity

Design strategy Ranis Engineering

2023

For Ranis Engineering, an architectural firm, I devised a strategy to enhance their visibility and optimize the utilization of marketing activities and other professionals. The strategy involves establishing social media channels, creating a new website, designing templates for required online and offline formats, and preparing for automated offline and online communications through templates and guidelines. This approach makes the tasks accessible to everyone

UX Design Portneeds.nl

2022–2023

Designing effective UX strategies for portneeds.nl to overcome user's engagement issues. Wrote a detailed UX report with clear steps for improvement. It overcame the hurdle of low user uptake, introduced focused strategies for enhancing usage rates, and facilitated revenue realization.

Product Design WYN platform

2020–present

Took charge of a pivotal redesign at Whateveryouneed.nl in 2019. Faced with low user traction during the testing phase, I identified and addressed numerous issues, generating new wireframes to craft an improved user experience. Through strategic adjustments, the platform not only overcame initial shortcomings but also aligned seamlessly with user expectations. Streamlined registration, comprehensive project details, and optimized navigation resulted in a notable boost in user engagement and completion rates. The introduction of a responsive and intuitive design fostered seamless interaction between freelancers and clients. Currently in the midst of a code rewrite, WYN is gearing up for a digital transformation.

- Conducted a thorough analysis of the platform's status, identifying key issues through the 5 Whys method.
- Introduced new wireframes, addressing missing screens and crafting a revamped user experience with several UX Methods (Mind mapping, User journey mapping, Ideation sessions, Affinity diagram, Card sorting, Mapping space and decision matrices.)
- Created a registration flow, presented project details comprehensively, and optimized overall navigation for user convenience.
- Created a new visual design (Design system and components)
- Achieved notable improvement in user engagement and increased completion rates through usability tests and interviews.
- Introduced a responsive and intuitive design, positively impacting the overall user experience.

Allround designer Touzani FC B.V.

2019–2022

As a Freelance Lead Designer at Touzani FC.BV, I played a pivotal role in enhancing the online presence of Soufiane Touzani's YouTube channel and beyond. My responsibilities:

- Designing campaigns for the clothing line
- Creating designs for B2B partnerships
- Managing social media content and creating short videos and posts
- Creating offline and online B2C content like merchandise, flyers and posters etc
- And designing the MVP for FC STRAAT, an online football club platform
https://fcstraat.com/?gad_source=1&gclid=CjwKCAiAjfyqBhAsEiWA-UdzJJTm2BWWImIkhGC2MufgRVsNm2m6jBmm2IA01Rh7VnM-2DwzSnx4LBoCUI0QAvD_BwE

And many more like Rijndam revalidatie, Rotterdamse kunststof kozijnen fabriek, BOB Huiswerkbegeleiding, Bon wokie, Melon Cards, Reggea festival, Cake Box, Lil On point Academy, Sittelfit, Smoothpips, High Five Restobar, Power Hosting Networks, RZA Kicks, Het conservatorium Suriname, Body supplies, Ency, Denksport centrum Rotterdam...

Lead UX/UI Designer at Maia Insure Tech

2022–2023

As the lead designer at Maia, I was responsible for the entire design process of a new insurance platform that enables entrepreneurs to get insured within 5 minutes. For this platform, I worked on a design system and components that can be whitelabeled for versatile use. With a modern and visually compelling design, I, along with the team, launched the platform in late December 2022. I collaborated with an external UX team, developed leadership skills, and oversaw various design projects.

<https://app.schoutenverzekeringsdienstnvm.nl/aanvragen>

UX/UI Designer Online Department

2022

In my role as a UI/UX Designer at Online Department, my primary focus was on enhancing the user interface (UI) for healthcare companies like Beterdichtbij, Omnihis, and Diabeter.nl. I found great fulfillment in translating the specific requirements and preferences of our target audience into impactful design solutions. My central objective was to craft digital experiences that were both human-centric and user-friendly.

Visual Designer The Dare Company

2013

As a Visual Designer at The Dare Company, I had the opportunity to collaborate with a diverse range of clients, including The Boathouse for website design, More-itz for branding and packaging design, as well as NaN, Mol, Rotterdam Business Events, Make My Moment, Wolters Kluwer, Vlietkinderen, and many more. In this role, I worked on a wide array of design projects, spanning website design, brand identity development, campaign concept creation, and the production of both offline and online design materials.

EDUCATION

Crossmediale Communicatie Hogeschool Rotterdam

Creative Marketing & sales Hogeschool Rotterdam

Graphic Design allround Grafisch lyceum

SKILLS

Visual design
Copy writing
User interface
User experience
User research
Interaction design
Leadership
Web design
Mobile design
Wireframing
Prototyping
Brand identity
Storytelling
Communication skills
Marketing skills
Desktoppublishing
Photo editing
Packaging design
Media design
Content creation
Social media management
Illustrations
Usability testing

TOOLS

Figma
Indesign
Photoshop
Illustrator
Basecamp
Miro
Notion
Demension
After effects
Premiere pro
Wordpress
Powerpoint
Microsoft office

SOFT SKILLS

Problem solving
Active listening
Leadership skills
Teamwork
Critical Thinking
Self-motivated
action-oriented

INTERESTS

Psychology
Photography
Blender
Html/css
Painting/art
Teaching art
Entrepreneurship
Travel
Food

LANGUAGE

Dutch: Fluent
English: Proficient