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Constantijn Pennekamp, Product Designer | UX/UI | 5+ Years of Experience

5+ years of experience designing user-centered, scalable digital products for brands including De Telegraaf, Global Savings Group, Charge Assist, and Youbahn. Skilled in Figma, Adobe Creative Suite, Sketch, and Adobe XD. Strong background in design systems, prototyping, UX research, CRO (Conversion rate optimization), and data-driven design approaches. Known for combining visual consistency with business goals, while being meticulous, resilient, intuitive, and collaborative. Excellent communication skills, problem solving, and stakeholder management.

Please visit my website: www.sleeklooking.com

Details

Nationality Dutch Place of birth Alkmaar

Employment History

Senior UI/UX Designer | Senior Product Designer at CLIQ Digital

November 2024 — November 2025

- Owned **end-to-end product design** across web platforms, applying a **data-driven approach** to validate UX decisions and user experience.
- Built **design systems** with reusable variants and tokens, ensuring **visual consistency** and scalability.
- Conducted **user research, usability testing, and A/B testing**, driving CRO improvements for B2C and B2B flows.
- Partnered with **Product Managers, Engineers, and Marketing teams** in an agile environment.
- Mentored designers by reviewing their work, guiding processes, and fostering growth—demonstrating strong **team leadership**
- Aligned solutions with **industry trends** and business priorities.
- Automated repetitive design tasks with **AI tools** (Figma plugins, Runway, ChatGPT), cutting workload by 90%.
- Presented design rationale to stakeholders, ensuring adoption and business alignment.

Company website: <https://cliqdigital.com/>

Senior UI/UX Designer | Senior Product Designer at Voormedia, Amsterdam

July 2023 — August 2024

- Designed **wireframes, prototypes, and high-fidelity visuals** in **Figma** for B2B and B2C clients.
- Led client workshops on **UX strategy, design thinking, and digital product discovery**.
- Built an **Atomic Design system** for scalable delivery across projects.
- Conducted **usability testing and CRO analysis** to refine designs and improve user flows.
- Mentored 3 junior designers, coaching them to lead discovery calls and present to clients demonstrating competence in team leadership.
- Collaborated with **cross-functional teams** in agile sprints, ensuring feasibility and timely delivery.
- Recognized by peers as **motivated, friendly, and resilient**, helping create a positive team culture.

Company website: <https://www.voormedia.com/>

UX/UI Designer | Product Designer at Pinch.nl, Amsterdam

July 2021 — December 2022

- Delivered **end-to-end UX/UI for mobile apps** used by 70M+ users (**De Telegraaf, Qmusic, Newsbit**).
- Designed **HUDs, menus, and iconography**, improving usability and engagement.
- Built **component libraries and UI style guides**, ensuring design consistency.
- Applied a **data-driven approach** through interviews, surveys, and usability testing.
- Reduced App Store asset production by 50% via **design automation**.
- Collaborated with marketing teams to create **conversion-focused assets** that drove €2.7M in revenue.
- Maintained an **intuitive, user-first design mindset**, contributing to 750K+ app downloads.

Company website: <https://pinch.nl/en/>

Web Designer & Motion Graphics | UI Designer at Lightspeed POS, Amsterdam

August 2019 — June 2021

- Designed and optimized **webinar and campaign experiences**, increasing EMEA-wide attendance by **120%** during the pandemic.
- Applied a **data-driven design process** by A/B testing animated ad creatives (GDN campaigns reaching **1M+ monthly users**) to validate visual effectiveness.
- Developed **event design systems** (stands, flyers, presentations) ensuring brand and UX consistency across digital and physical touchpoints.
- Directed photoshoots and visual storytelling for customer success stories, strengthening user trust and product adoption.

Web Designer & Motion Graphics | UI Designer at Global Savings Group, Amsterdam

August 2017 — July 2018

- Led **UI redesigns** for recruitment and discount platforms (**imbull.com, kortingscode.nl**), improving navigation and usability for **400K+ monthly visitors**.
- Created **visual systems** (posters, infographics, iconography) to standardize branding across 12+ internal and client-facing projects.

- Applied **user-centered design principles** to improve clarity of complex data through infographics, resulting in **20K+ downloads** and higher engagement.
- Collaborated with cross-functional teams to ensure design aligned with business goals, CRO metrics, and user needs.

User Research & Digital Strategy | UX Researcher at Arcade Jakarta, Amsterdam

August 2015 — December 2015

- Produced **UX performance reports** on social media channels, ad campaigns, and content effectiveness for brands like Nivea, Coca-Cola, Mars, and Unilever.
- Applied a **data-driven design approach** by analyzing engagement metrics and A/B test results to inform creative and campaign decisions.
- Supported the design and optimization of **digital ad concepts**, balancing user insights with business objectives to improve campaign effectiveness.

Web Designer, Motion Graphics and Sales | UI Designer at blckeye (Self employed), Amsterdam

June 2016

- Increased client satisfaction by providing branding consulting for over eight clients in 2017, driving repeat business.
- Enhanced product visibility by designing packaging and digital experiences for food and beverage brands.
- Expanded client portfolios by developing over **30+ websites** between 2016 and 2019.
- Boosted client social media engagement by producing **3,600+ pieces of content**, leading to a **40% increase in follower engagement**.
- Improved ad performance by designing and executing digital paid campaigns with measurable ROI.
- Developed strong **entrepreneurial soft skills** by leading the agency, demonstrating open-mindedness, stress resilience, and a go-get mentality while collaborating with diverse stakeholders.

Education

Bachelor of Arts - BA, NHTV internationaal hoger onderwijs Breda, Breda

2013 — 2017

English-taught program covering **creative concept development, production techniques, marketing, and media management**.

Skills

Figma

Adobe Creative Suite

Wireframing & Prototyping

Design Systems Management

Frontend Knowledge (HTML, CSS)

Maze User Testing

Languages

 **English** Native speaker

 **Dutch** Very good command

☐ Indonesian Native speaker