KRISTOF SAELEN

RESUME

SELF

Kristof Saelen (°1982)
Mechelen, BE

CONTACT

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AREAS OF EXPERTISE

Design in function of **branding**

ANALYSIS & STRATEGY	CONCEPT	ART DIRECTION & DESIGN	PRESENTATION
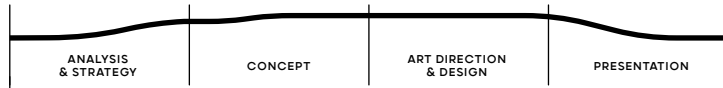
Everything I create aims to be authentic, meaningful & pleasing to the eye.
Typical parts of my process are pencil concepts, logo rationale, mood
boards, high-fidelity artworks and style guides.

Design & code in function of **user experience**

UX RESEARCH	UX SOLVING	UI DESIGN	FRONTEND DEVELOPMENT	BACKEND DEVELOPMENT

I design with code in mind, and I code with design in mind.
Typical artifacts are wireframes, interactive prototypes,
working browser applications, atomic design systems and screen designs.

EDUCATION

Master in Internet & Web Development
Thomas More, 2002

LANGUAGE

Dutch (native), fluent English, some
French and Spanish

GO-TO TOOLS

Figma, Illustrator, Photoshop, Slack,
VSCode, Git, HTML5, SCSS, Lottie, jQuery,
JSON, NodeJS, MongoDB, PHP, MySQL,
Wordpress, CMS, Storybook,
Ethereum, Ableton Live

MEMORABLE ACHIEVEMENTS

Var Advertisement media platform (2021 - 2023)
UX & UI design, design system setup, frontend development

Ticketmatic Online ticketing software (2019 - 2023)
Logo and visual branding, UX & UI design, frontend development

Agentschap Opgroeien Website (2022)
UX wireframing & UI design, design system setup

Corona Direct Marketing website & onboarding tool (2022)
Web UI design

Refinable Crypto/NFT trading platform (2021)
Logo and visual branding, UX & UI design, design system setup

VOKA Website (2021)
Web UI design, design system setup

InvestSuite Fintech console (2020)
UX & UI design, design system setup

Guardsquare Monitoring dashboard (2019)
UX prototyping & UI design

Colruyt Group Education platform (2019)
UX prototyping & UI design

Recticel Insulation Product sheet automation intranet (2017 - 2019)
UX analysis & wireframing, UI design, front- & backend development.

FLIR Systems Traffic control software (2012 - 2014)
UX analysis & wireframing, app UI design.

Port of Antwerp APICS2 Port control software (2010 - 2012)
UI design, custom component development.

Sony Europe International B2C websites & product showcases (2003 - 2010)
Art direction, web design & development.

PROFESSIONAL TIMELINE

Monokroom (Mechelen, BE)
Founder & Independent Designer & Dev
2011 – Current

Nascom (Genk, BE)
Design Director
2009

Art Director & UX Designer
2007

Web Designer & Developer
2003

Self-employed
Web Designer & Developer
2001

Adobe · A · Arco · BARRY CALLEBAUT · COLRUYT GROUP · Corona Direct · FLIR · FOODPAIRING · GUARDSQUARE · KBC · NAGELMACKERS · novatech · Port of Antwerp · Spadel · RECTICEL · Refinable · SONY · ticketmatic · Var · VOKA · vrt · Wienerberger