



Sophie Anne Peijnenburg

110 Campbell Parade, Bondi Beach NSW 2026

About me

Hi there! My name is Sophie Anne Peijnenburg and I am a designer from Amsterdam. After graduating at the University I decided to move to Australia to develop myself more as a person and to gain more over all experiences. Currently, I am looking for a job that can help me get a second visa, and that gives me the opportunity to develop new skills for the future.

Education

- 2015 - 2019 **University of Applied Sciences Amsterdam**, Noord Holland, Amsterdam
Bachelor Communication and Multimedia Design
UX Design, User Research, Design Thinking and Doing, Behavioural Design, Gamification
- 2010 - 2015 **Katholieke Scholengemeenschap Hoofddorp**, Noord Holland, Hoofddorp
Havo - Higher General Secondary Education
Economics, History, Arts, Math, English, Biology

Work Experience - Creative Industry

- 2018 - 2019 **Gradient**, Noord Holland, Amsterdam
UX Designer and User Researcher
I collected insights that are clearly founded on research-based results demonstrating an understanding of the problem space and empathy with users and other stakeholders. Next, I design a fitting solution for the design challenge, based on user research and requirements of the client.
- 2017 - 2018 **Cobra Systems**, Noord Holland, Zaandam
UX Designer
Designing fitting solutions for different clients with several design challenges.
- 2017 - 2017 **PostNL**, Zuid Holland, Den Haag - National post service Netherlands
UX Designer
Designing a posting machine where users can deliver and send packages. By using the machine post officers don't need to deliver the packages at home anymore so there can be more space in the city and less stress for users and mailmen.

Work Experience - Other industries

- 2016 - 2017 **Albert Heijn**, Noord Holland, Hoofddorp (biggest supermarket in the Netherlands)
Fresh products sales employee
Cutting and selling fresh products like vegetables, meat, cheese and bread. Working at the biggest supermarket in of the Netherlands thought me to be responsible for the products I sell, by maintaining a healthy and clean environment and a good connection with the customers.
- 2015 - 2015 **Esprit**, Noord Holland, Schiphol
Sales employee
Helping customers with choosing the right clothes, cleaning and decorating the store.
- 2014 - 2015 **VisVin**, Noord Holland, Nieuw Vennep
Sales employee, cleaner
Cleaning fresh fish, making sure the store is clean, selling fresh products, maintaining the quality of the products and customer service.

Skills

I recently took the '16 personalities' test to see what kind of personality I have and how this can be a benefit in a working environment. It turned out that I belong to the Consul-type personalities, which means that I have a very practical approach to problems and love to maintain a stable and friendly environment for myself and others.

Characteristics I recognize myself most in:



Strong practical skills

I am able to solve problems with a very 'hands-on' solution. I really don't like making mistakes, to be honest, but when I do, I usually fix them by working my way through it.



Strong sense of duty

I have a strong sense of responsibility and strive to meet my obligations, though this may sometimes be more from a sense of social expectations than intrinsic drive.



Good at connecting with others

To make a good connection with someone, I try to listen really carefully to that person. I have no problem with small talk or following social cues in order to help them take an active role in my communities.

Other skills:

- Time management
- Customer service
- Strong verbal communication
- Teamwork
- Creativity

References

Parisa Khanipour
Thesis supervisor
UX expert

"Sophie did a great job talking to different stakeholders involved to make sure the designs reflect the needs and requirements of different user groups and internal stakeholders, making compromises between simplicity, usability, and comprehensiveness, and delivering a product that is up to the challenge. She kept a positive attitude throughout and she was a joy to work with."

Contact

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