
hi,

nice to meet you, my name is

ROSA JULIA GROOT

just an (extra) ordinary girl living in the 21st century



work

2016 - 2018

WE DO communication GmbH

Berlin

Junior UX designer / Konzepter

2016 (20 weeks)

betahausX

Berlin

Graduation project: research
stakeholder requirements &
webdesign

2015 - now

buka buka design

Amsterdam / Berlin

Founder & jewelry designer

2014 - 2016

Freelance designer

Amsterdam

Website development & graphic
designer

2014 - 2015

Apple Inc.

Amsterdam

Service Specialist at the Genius
Bar in a flagshipstore.

me

I am a teamplayer, a designer, a positive person and currently in Berlin as an UX designer & concept developer. I am experienced in the fields of UI design, service design, social strategies, community building, concept creation and workshop facilitation.

Since August 2016 I worked as an UX designer in an advertising agency in Berlin. I worked in the creative team and we were brainstorming together on different clients every week. I enjoy the alternation in clients and therefore users and goals.

In the last couple of years of working I have discovered that I am best when I am working together. Working together keeps me sharp and allows me to help my coworkers when they need help. It is important to exchange feedback now and then, positive or negative. Teamwork keeps you up to date and on top of your own game.

work

WE DO communication GmbH

User experience design is the key to success. At WE DO I was responsible for the user experience design/research and user interface design in the online projects. I was part of the creative team and interactive team. Together we brainstorm, design, build, develop, iterate, review and produce.

betahausX

For my graduation project I was in search of a design challenge and found one at betahaus | berlin. One of their key projects betahausX was in need for a website. I designed a website for the corporate clients of betahausX. The corporations are in need of innovation and betahausX is able to support them implementing innovation processes.

buka buka design

For buka buka design I design jewelry with hardware ornaments. I design necklaces, earrings and bracelets and distribute them through markets or through the online platform Etsy. Designing for buka buka is both my passion and my business.

Freelance designer

As a freelance designer I design logo's & icons, create infographics and develop websites with content management systems. I love creating infographics as it turns data into something beautiful and fun to interact with. This way the user will be more likely to understand and remember the content.

Apple Inc.

I worked at the Apple retail store in Amsterdam at the Genius Bar as a Service Specialist. I covered Genius Bar appointments for all IOS devices, speaking in person with the customers about the defect of the device and what the possible solutions are.

school

2017

**EACA International
Advertising Summer School**
Prague

2012 - 2016

**Communication & Multimedia
Design Amsterdam**
Bachelor of Science

2005-2010

Havo at Kalsbeek College
High school in Woerden

skills

User experience, user interface, design thinking, rapid prototyping, social strategies, service design, teamwork, workshops, brainstorming, project management, user research, storytelling, copy, listening, empathy, patience, branding, Sketch, Invision, Xperience, Photoshop, Illustrator, Indesign, Wordpress, Typo3 and a little bit of Premiere Pro, Afer Effects, HTML5 & CSS3.

leisure

Cycling, friends, coffee, vintage, ice/roller-skating, reading, ping pong, family, cooking, bootcamp, 80s music, exploring, design, snowboarding & traveling.
