UX/UI & DIGITAL PRODUCT DESIGNER
CREATIVE TECHNOLOGIST

I'm a UX/UI designer with a background in multimedia design and project management. I specialise in creating intuitive digital experiences through user reasearch, prototyping, and UI design.

With hands-on experience across web design, branding, and interactive installations, I bring a unique perspective to solving design challenges.

"We cannot solve our problems with the same thinking we used when we created them"
- Albert Einstein -

PROFILE

Jai Boekhout
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19 september 1989

www.jaiboekhout.nl

WORK EXPERIENCE

JABA WEB DESIGN | 2023 – PRESENT
UX/UI Designer and Project Manager
- Designed responsive PWA websites using a bespoke CMS with a focus on UX best practices.
- Produced hight-quality multimedia content to enhance site engagement (video/photo).
- Implemented SEO strategies, optimised content structure, and delivered blog articles that increased organic traffic.
- Facilitated client meetings to gather requirements, and setting up tasks for our development team.
- Project manager for Conair, VSsasoon, Cuisinart, Villi's, SA Parks, Nelson Teamwear, Adelaide Footy League to name a few.

DIGITAL CONTENT CREATOR & FREELANCER | 2017 – 2022
- Designed and developed WordPress website and branding for a Yoga centre in The Netherlands.
- Created visual content including infographics, product mockups, and merchandise for The Zythologist Brewing Company in Melbourne.
- Managed Shopify stores and created social media campaigns.
- Video editing and content creation for travel blogs.

ALFA VITAL – PREMIUM LUCERNE CHAFF | 2020 – 2021
Led the design team and developed the agricultural installations to dry and process premium lucerne 400% more time efficient than conventional barn flow with 40% more yield overall.
- Corporate branding including new logo, product labels and strategy for campaigns.
- Industrial design of a processing plant, mixers, conveyor belts and self emptying trailer.
- Leading the construction of the installation.
- Hands-on development by MIG welder all the parts together.
- And a lot of challenges which I enjoyed to overcome!

UX/UI DESIGNER/ VISUAL DESIGNER | ANNOSKY | 2015 - 2017
Part of the UX/UI team developing multiple in-house applications.
- Designed UI elements for application to support senior designer.
- Conducted user research and usability testing with over 500 students.
- Produced UX assets including storyboards, user flows and wireframes.
- Created animations and motion graphics using Adobe tools.

RESEARCH AND DEVELOPMENT OF AQUAPONICS SYSTEMS | 2015 – 2016
Built a learning environment for understanding aquaponics systems.
- Designed and built interactive self-guided exhibition system focused on simplifying complex information.
- Created signage, infographics, and educational materials driven by user research and engagnement objectives.
- Interactive installation and concept was sold to Stichting Duurzame Kost, City Farming in Eindhoven, The Netherlands.

AVANS UNIVERSITY - DEN BOSCH | WORKSHOP LASERCUTTING | 2016
Rapid prototyping lecturer at Avans University – Den Bosch, The Netherlands.
- Developed and delivered instructional content for a laser cutting course for first-year students.
- Mentored students in prototyping techniques, helping them iterate and test design concepts effectively.

EDUCATION

INTERNATIONAL HOUSE BUSINESS COLLEGE ADELAIDE | 2023 – 2024
Advanced Diploma of Digital Marketing
Digital Marketing

SOUTHERN CROSS EDUCATION INSTITUTE ADELAIDE | 2022 – 2023
Diploma of Project Management
Project management

UX DESIGN INSTITUTE | CREDIT-RATED BY GLASGOW CALEDONIAN UNIVERSITY | 2022 – 2023
User Experience Design
Professional Diploma in UX Design

AVANS HOGESCHOOL BREDA | 2011 – 2016
Bachelor: Communication & Multimedia Design CMD
User Interface & User Experience Design
Major: Creative Technology | Minor: Meaningful Data Design

SOFT SKILLS

User-centered problem solving
Analyse customer problems and find suitable solutions.

Collaboration & communication
Transforming ideas into prototypes for user testing.

Rapid prototyping & iteration
Developing prototypes into representative products

SOFTWARE SKILLS

Figma

Adobe Illustrator

Adobe Photoshop

Adobe Lightroom

Adobe Indesign

Adobe Premiere Pro

Adobe After effects

Replit AI

LANGUAGES

Dutch
Native language

English

German

DRIVERS LICENSE

AM (Scooter, 2005)
B (Car, 2008)
A1 (Motorcycle, 2011)
A2 (Motorcycle, 2011)