

Stephanie de Rooij

EXPERIENCE DESIGNER

PROFILE

I am a storyteller. My strength lies in distilling vast amounts of complex information into a clear story. I am experienced in using different types of media to communicate these stories; both on-line and off-line. Proven ability to develop creative concepts from idea to implementation. Driven to unleash the creative potential of teams and co-create successful and sustainable concepts. Facilitating and teamwork come natural to me. My way of working is characterised by my abstract way of thinking, hands-on attitude and enthusiasm.

RELEVANT WORK EXPERIENCE

Interaction Designer

Fabrique / Delft / 2016 - now

- Experienced in creating innovative concepts, creating wireframes and prototypes, engaging in strategic sessions with customers, doing user tests, and sketching.
- I approach design projects with an analytical and problem-solving view and see design projects as creative puzzles to solve. I want to develop designs that guide people efficiently and user-friendly within their digital environment and influence user experiences positively.
- Projects for HEMA, TATE, TEFAF, UNESCO and Museum of London.

Creative Historian

Oud Wasgoed / Amsterdam / 2015 - 2016

- Concepting projects, researching, writing and constructing exhibitions.
- Among others heritage projects, an exhibition for the 'Stadsarchief,' and an audiotour for 'Museum de Zwarte Tulp.'

Public Relations

Van-Verre / Amsterdam / 2013- 2015

- Shaping the communication strategy by writing the online and offline content: besides setting up the social media strategy I also designed labels, brochures, etc.
- Responsibility of the order portefeuille and developing client relations.

Internship as Junior at the Strategy Department

National Trust / London / 2014-2014

- Responsible to identify, formulate and communicate a formalized brand experience at the National Trust's main visitor touch points: car parks.
- Researched the brand, car parks and visitors to shape guidance and standards of best practices. The revenue of car parks doubled in two years.

Office Manager and Production Assistant

Achtung! / Amsterdam / 2012-2014

- Contributed to the office for two years through general assistance such as office management and executing productions.



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REFERENCES

FABRIQUE

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ACHTUNG

Dick Buschman
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PUBLIC HISTORY

Edward Madigan
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Stephanie de Rooij

EXPERIENCE DESIGNER

LANGUAGE

DUTCH



ENGLISH



SPANISH



FRENCH



INTERESTS

Yoga

Running (Marathons: New York 2014 & Prague 2015)

Hiking (Santiago de Compostela 2014, West Coast Trail 2011)

Traveling and culture(history)
Preparing and enjoying food.

EDUCATION

MASTERCOURSE Digital Experience Design

HYPER ISLAND / Amsterdam / 2016

- Projects for Greenpeace, Adidas en Spotify.
- Innovative concepts by using service design, creative facilitation, user research, strategy and project management tools.

MASTER Public History - *Iudicum: Distinction (1:1)*

Royal Holloway University of London / Londen / 2013-2014

- Awarded with the Public History prize' for best performance across the master.
- Developed professional skills of historical interpretation in order to communicate complex subjects in an easy manner for a broad audience
- Amongst other projects; scripted and recorded a radio programme, designed a children's exhibition.
- Funded with the grants from the J. Hove van Zijll Fonds and Koning Willem Fonds.

BACHELOR History

University of Amsterdam / Amsterdam / 2009 - 2013

- Minor Communication Sciences.

Abroad:

- Minor International Relations in Buenos Aires, Argentina: Universidad Torcuato di Tella. Financed with scholarships from both Bekker-la Bastide-Fonds and Fundatie Vrijvrouw van Renswoude.
- Interdisciplinary courses 'Roma Caput Mundi' and 'Rome in cinema' (KNIR).
- Grand Tour, historical research excursion to Eastern Turkey/Kurdistan.

OTHER ACTIVITIES

2016- now

Junior Keynote speaker for Whetston.

2015- now

Yoga teacher at my own brand: Love & Light Yoga www.loveandlightyoga.nl

2014

All-round support for the TedxHouses of Parliament day in London.

2012-2014

Selected volunteer for the Forum at IDFA.

2011

Assistent project manager at 'Source' Music and Art Festival.

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