

Wessel Wegerif

Data Creative



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PROFILE

I am a graduate of the Master's in Data-Driven Design with a blend of creative and technical expertise and am skilled at translating complex data into valuable insights. Well-versed in the Adobe Creative Suite, Figma, Python, and actively learning SQL. I have a keen eye for design and a strong skillset in workflow optimization. I am passionate about using data to drive impact with decision making, and excited to be in a forward-thinking team where I can contribute to build and innovate!

LANGUAGES

- Dutch ● ● ● ● ●
- English ● ● ● ● ●
- Portuguese ● ● ● ● ●
- Spanish ● ● ● ● ●

PROFESSIONAL EXPERIENCE

Men in Green, Visual Designer, Innovationteam

05/2022 – present | Hilversum

- Creating rich media and display ads for various companies, such as one of the largest Dutch online retailers and an international video streaming platform.
- Researching and implementing ways to use machine learning, artificial intelligence, and more to innovate and optimize workflows.
- Master graduation thesis; Using Machine Learning to provide Personalized Task Duration Estimation.

Studio Wegerif (Freelance), Self-Employed

05/2021 – present | Baarn

- Working part-time as a freelancer in Design and Photography.

Mediahuis Living Image, Graduation Intern

09/2020 – 04/2021 | Utrecht

- I developed an online brand to enable Living Image to support small Christian organizations in making their online identity more self-sufficient.

Greenberry, Creative Content Intern

09/2019 – 02/2020 | Utrecht

- I helped create a website for the Government of the Netherlands against sexual violence, showreel for sisterbrand Forty and aided the creative department with copywriting and concepting.

EDUCATION

Master of Arts - MA, Data Driven Design, HU University of Applied Sciences Utrecht

09/2022 – 08/2023 | Utrecht, Netherlands

The focus of this master was how to combine data science with design. Relevant coursework: Python, Machine Learning, Artificial Intelligence, Data Ethics.

Bachelor of Science - BS, Communication and Multimedia Design, HU University of Applied Sciences Utrecht

09/2017 – 02/2022 | Utrecht, Netherlands

The focus of this bachelor was on creating user-centered interactions by utilizing the design thinking process.

Exchange Semester - Media Design, Universitat de Vic - Universitat Central de Catalunya (UVic-UCC)

09/2021 – 02/2022 | Vic, Spain

SKILLS

Hardskills

Adobe Creative Suite, Figma, Python, Pandas, Streamlit dashboarding, predictive modelling, Microsoft Office, Wordpress

Softskills

Creative, design thinking, data ethics, mediapsychology, eager to learn, communicative, organized, teamwork, curious

AWARDS

SpinAward Young Talent, ADCN Awards

2019

Adobe Creative Jam Winner, Dutch Digital Design

2019