



Multimedia
Professional

I'M BARBARA

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/barbaramayurismit

Transforming Ideas into Engaging Digital Realities.

My journey into multimedia design, much like many creative paths, wasn't strictly linear. An early interest in one field blossomed into a deep-seated passion for visual communication and digital creation. Today, I thrive as a Multimedia Professional at the vibrant intersection of User Experience (UX), User Interface (UI), and Marketing strategy, always driven by the belief that successful digital products don't just look good; they feel intuitive, meet user needs, and drive tangible business results.

The accompanying CV details my background, which spans Graphic Design, Communication & Multimedia Design, and includes hands-on experience in areas like **user research, web design, data visualization** (notably within Agriculture & Data at DCA Market Intelligence), and **digital marketing analytics**. This holistic perspective allows me to translate complex ideas and marketing goals into engaging, user-centered interfaces and compelling visual narratives, utilizing industry-standard tools within the **Adobe Creative Suite**, along with various **web technologies**.

Colleagues and clients, such as Tim Vrolijk from DCA Market Intelligence, have noted my "creative vision, structured approach, and deep understanding of user experience." My aim is always to connect design with functionality, ensuring that visual strength aligns seamlessly with brand identity and strategic objectives, as was the case in refreshing VC4A's visual identity and shaping YoungPWR's online presence through techniques like **wireframing** and **prototyping**, and enhancing platforms built with tools such as **WordPress**.

I am currently exploring exciting new full-time opportunities and unique collaborations where I can apply my passion for UI/UX design and multimedia creation to build impactful digital experiences. If your team values a blend of strategic thinking and creative execution, and you have a challenging role that seeks to connect, engage, and deliver measurable impact, I would be delighted to discuss potential possibilities.

Thank you for considering my profile. I invite you to explore my portfolio at www.barbaramayuri.nl for a closer look at how these elements come together in my work. Should you require further examples of my design capabilities or wish to see work more specific to your needs, I would be happy to provide them.

Sincerely,

Barbara Mayuri Smit

TO

Potential Employers and
Collaborators,

SUBJECT

Open Application – Multimedia
Professional Ready to Craft
Impactful Digital Experiences



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ABOUT ME

Strategic UI/UX designer blending creative vision and marketing goals to craft engaging digital experiences that deliver measurable impact.

Date of birth: 25 - 03 - 1993

City: Lelystad

Nationality: Dutch

Language: Dutch, English

Driver License: Only scooter

EDUCATION

Bachelor Communication Multimedia Design (CMD)
Hogeschool van Amsterdam
2015 - 2019

MBO 4 - Graphic Design
Mediacollege Amsterdam
2011 - 2015

VMBO-K - Animal Care
AOC - OOST
2007 - 2011

INTERESTS

Seeking a healthy work-life balance, I greatly value quality family time filled with creative and collaborative activities that encourage imagination.

For personal relaxation and engagement, I enjoy exploring gaming and immersing myself in diverse film and animation genres, with a special appreciation for the world-building in Disney features.

Complementing these activities is an enduring fondness for animals, particularly dogs.

PROFESSIONAL SKILLS



Graphic Design



DTP



Market Research



UX Design



UI Design



Video & Audio Editing

EXPERIENCE

Multimedia Professional	DCA Market Intelligence Part-time (2022 - 2025) Created diverse graphic assets and UI elements, supporting key redesigns and multimedia projects with research and editing (Adobe Suite).
Graphic Design	AWPlus Freelance (2019 - 2025) Enhanced website UX/UI via WordPress and created cohesive brand assets including logos and email campaigns (Mailchimp).
Multimedia Professional	WeBM Interfaces Freelance (2019 - 2023) Led client UX/UI projects, notably spearheading the full VC4A website redesign from research to mobile-first execution.
Graphic Design	VWA Full-time (2021 - 2022) Focused on producing consistent, effective print and digital design materials, collaborating across teams.
UX / UI Designer	B2C Europe Full-time (2021 - 2021) Managed the company website, led the design of a new UX-focused site, and shaped the internal visual communication strategy.
UX / UI Designer	Youngpwr Intern & Freelance (2018 - 2020) Defined Youngpwr's core visual identity and user experience across web and social, creating wireframes and prototypes for consistency.
Visual Designer	Cycle Media Intern (2019 - 2019) Created vector animations (After Effects) and social content while taking the lead on a key client website redesign project.
UX / UI Designer	Workspout Intern & Full-time (2017 - 2019) Progressed from intern to lead a full website redesign process, managing the site, conducting research, and creating the final UI and content.
Graphic Designer	Imago Printing Intern (2014 - 2015) Prepared digital files for print (prepress) and gained hands-on experience in the print shop, assisting with the final production and finishing stages of designed materials.
Graphic Designer	Application Builders Intern (2013 - 2014) Contributed to app development by designing UI icons tailored to product needs and assisting with application testing.