

NIELS VAN DE KREEKE

All-round Marketer with a strong UX background

🏠 Zevenaar

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📄 my approach ↗

📁 my projects ↗

in my LinkedIn ↗



Summary

Digital specialist with 15+ years of experience, 9 of them at the intersection of marketing, technology and business. I design, build and improve websites, funnels, campaigns and customer experiences for B2B and B2C organisations.

My strength lies in understanding diverse challenges, connecting user and business needs, and developing practical solutions that are both user-friendly and convert.

I am looking for a long-term collaboration of 24 to 36 hours per week in which I can add value from day one and continue developing into an experienced marketing professional.

Work Experience



Digital Soulmate, Australia and the Netherlands 2020 - Present
UX/UI Designer | Web Designer | Marketing

Digital Soulmate provides UX/UI, websites, automation and other digital solutions for organisations that have a positive impact on society.

- More than **300 conversions** for **De Stottercoach** through a combination of UX/UI, SEO and Google Ads.
- Improved the **user flow** and **checkout process** of Empowered Academy, resulting in **38% revenue growth**.
- Developed a website and integrated learning environment for **TEMA**, which supports organisations with tenders.
- Developed a **design-system-based website** for **Spreekvrij** using Elementor Atomic Elements and Claude AI.
- Ongoing digital support such as hosting, maintenance, content updates, automations and optimisation.



Ascender (Dayforce), Australia 2018 - 2020
UX/UI Designer | Product Analyst

Ascender is an international HR and payroll specialist serving more than 1,200 brands and listed companies with software and outsourcing services.

- Developed a **health check and pay run status screen** to limit system errors, thereby reducing financial and tax risks. This resulted in **83% fewer errors among payroll staff**.
- Developed a **design system** used by product owners, developers and QA to ensure visual consistency and to speed up and simplify internal processes.
- Facilitated internal **design workshops** to improve collaboration between teams, align design strategies with business goals and demonstrate the value of UX tools such as personas and user journeys.
- Created various **interactive prototypes** to communicate functional requirements effectively to management, engineering, QA, payroll staff and other relevant stakeholders.

Highlights

★ 100+ successful projects

Between 2020 and 2026, helped more than 40 clients from various sectors, with demonstrable impact and **measurable results**.

★ 38% revenue growth for Empowered Academy

Optimised the customer journey and payment process for a B2C organisation with 6,500+ followers, with measurable growth in visitor numbers and conversions.

★ 300 conversions in 2025 for De Stottercoach

Increased online visibility with SEO and Google Ads and drove conversions through strategically designed funnels.

Core Skills

Strategy

SEO and SEA

Data analysis and testing

CRM

Marketing Automation

Funnels and campaigns

Web and graphic design

UX methodologies

Conversion techniques

Branding and content

Applying AI

Work Experience

 **Winvision (Previder) intern & contract**, Netherlands 2017 - 2018
UX/UI Designer | Interaction Designer

Winvision is a Dutch organisation that supports the education and healthcare sectors with innovative Microsoft solutions.

- Designed and developed an **IoT chatbot prototype** for students, which was used for **pilots with two existing clients**.
- Facilitated **co-creation sessions** with students and healthcare workers to identify user needs.
- Designed and developed an **interactive mobile app prototype** for healthcare workers.



NvdK - freelance alongside studies, Netherlands 2012 - 2017
Web Designer | Graphic Designer | Marketing

NvdK creates websites, logos and other digital solutions for (non-profit) organisations and associations.

- Supported 15 clients with web and print design, branding, front end and domain management.
- Made a significant contribution to the marketing campaign for the McGuire Programme in the Benelux, increasing membership by **40% in 2014 and 2015**.



E3Learning (Kineo) - internship, Australia 2015 - 2016
UX/UI Designer | Interaction Designer

E3Learning provides online training and cloud-based HR systems to more than 600 clients worldwide.

- Analysed e3Learning's core products, including LMS training and the SaaS platform SitePass, and made **recommendations to improve design and usability**.
- Supported e-learning development through front-end coding such as HTML/CSS, video editing and SCORM exports.



PrePressMediaPartners, Netherlands 2008 - 2012
Graphic Designer | DTP Specialist

PPMP is a full-service media partner providing tailor-made solutions for publishers.

- Played a key role in converting physical books into e-learning methods.
- Handled the visual design of (school) books, illustrations, flyers and animations.

Education



HAN University of Applied Sciences, Netherlands 2013 - 2017
HBO (Bachelor), Communication and Multimedia Design



Friesland College, Netherlands 2003 - 2007
MBO (Vocational), Media Designer and Allround IT



Friesland College, Netherlands 2001 - 2003
MBO (Vocational), Ship Joinery

Software

InDesign

Illustrator

Photoshop

Figma / XD / Sketch

WordPress, Shopify, Joomla

GA4, Search Console and GTM

Make, Zapier

MailChimp, Klaviyo, AC

Claude AI, Firefly, Perplexity

Languages

Dutch

Native

English

Fluent

Certificates

📄 2026: Mendix Rapid Cert.

📄 2026: Advanced GA4

📄 2025: Figma variables and conditionals + accessibility and inclusion

📄 2023: NLP Practitioner

Personality

💎 Determined

💎 Enthusiastic

💎 Honest

💎 Adventurous

Interests

♥ Family and friends

⚽ Football

🥾 Hiking and camping

🎵 Music and podcasts