

OLAF BON

UX/UI Designer

CONTACT

Portfolio
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Location
Bussum, the Netherlands

SKILLS

Research
User interviews, observation, usability testing, empathy & journey mapping, Google Analytics

Design
Figma (components, design systems), wireframing, prototyping, information architecture, Adobe CC

Build
HTML/CSS, JavaScript basics, WordPress & Elementor, AI-assisted prototyping (Claude Code, ChatGPT Codex)

LANGUAGES

Dutch
Native

English
Fluent

German
Intermediate

Profile

UX/UI designer with a bachelor's degree in Communication & Multimedia Design. I start with the people I design for: interviews, observations and usability tests, and turn what I learn into concepts, prototypes and working websites. After graduating I needed a steady income, so I worked as a retail team lead while freelancing on websites, which also taught me how customer journeys work in store. Now I'm returning to UX full-time.

UX & design experience

Freelance UX & web designer
2024 – now

Bontent Studios (own studio) · Naarden

Generation Kiz: researched, designed and built a bilingual (NL/EN) website for a dance school in The Hague, set up so the team can run it themselves. Live at generationkiz.com.

UX designer, graduation project
2022 – 2023

Welcome App · Amsterdam

Researched how 17 language schools in Dordrecht could refer students to each other instead of turning them away. Interviewed schools, developed 3 concepts and tested a referral dashboard.

UX design intern (6 months)
2021

RTL Nederland / Videoland · Hilversum

Led the redesign of Videoland's help page: user research, Google Analytics (4.3M views), wireframes and a prototype test, working with customer care, the UX team and developers.

UX / interaction intern
2018

Fraai Werk · Rotterdam, Milan

Co-designed Hello Stranger, an interactive light installation for Salone del Mobile in Milan: sensor research, prototypes and visitor observation.

Other experience

Team lead, retail
2024 – now

De Boer Dier en Ruiter · Muiderberg

Lead the store team: inventory, purchasing and contact with suppliers and representatives. Also part of the social media team (posting and keeping channels up to date), design in-store promotion cards for seasonal offers, and gave the building team feedback on the new floor plan, structuring the layout around the customer journey.

Jobs alongside school and study
2011 – 2019

Temp work, food bank, supermarket · Naarden

Education

Communication & Multimedia Design (BA)
2016 – 2023

Hogeschool van Amsterdam · Amsterdam

HAVO, N&G profile
2011 – 2015

Willem de Zwijger College · Bussum