



Heike de Rooij

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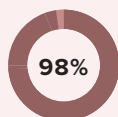
I am passionate about design.

With an eye for detail (and a little bit of ocd),

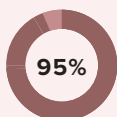
I like to make things beautiful. Attracting and retaining attention with a sophisticated design is what I am aiming for.

Skills

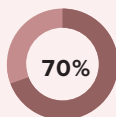
Illustrator



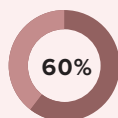
Photoshop



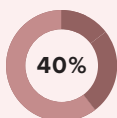
After Effects



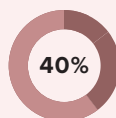
Figma



HTML



Wordpress



Education

Hogeschool Rotterdam (2011 - 2016)

Communication & Multimedia Design

Grafisch Lyceum Rotterdam (2005 - 2010)

Graphic Design/Visualising

De Goudse Waarden (2000 - 2004)

vmbo tl

Languages

Dutch ●●●●●

English ●●●●●

Hobbies



Hiking



Music



Games

Work Experience

2016 - 2024

data.ai (former App Annie)

Position: Mobile Marketing Designer

As digital designer it was my job to deliver all graphic assets for our mobile apps to our marketing team with the goal to generate more downloads. These apps were being promoted in over 50 countries world wide.

My daily tasks and responsibilities were:

- Making sure the app stores were up to date with the latest icon, screenshots and assets.
- Run tests with our users to improve designs.
- Creating videos, banners, social posts and websites to increase downloads per country.
- Working together with agencies and direct them to create animations and UGC videos.
- Organising and leading brainstorm sessions.
- Manage interns in a design position.

2013 - 2016

Het Creatief

Position: Graphic Designer

As graphic designer I worked in a small team, mostly on print design for our clients in different markets.

My daily tasks and responsibilities were:

- Designing corporate styles for new customers.
- Designing flyers, posters and stands for companies to be used at fairs.
- Editing photo's and make sure assets were ready to be used for the press.
- Creating the visual design for websites of our customers.

2009

The Letterfreak

Position: Graphic designer (internship)

As graphic designer I worked together with our clients and created designs based on their needs and wants.

My daily tasks and responsibilities were:

- Editing photo's and creating wall covers.
- Designing corporate styles, visuals and maintaining websites using Caret system.

2009

Komplot.

Position: Graphic designer (internship)

As graphic designer I worked in a team to provide our customers with personalised designs.

My daily tasks and responsibilities were:

- Designing logo's to get new clients in.
- Designing vehical designs to print and place in-house.
- Editing photo's and create visuals.