

# Kelly Koopmans

## Contact

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 kellyk.design



## Tools

Figma

Miro

Lyssna

## Skills

UX design

UI design

User research & testing

Information architecture

Product design

Responsive design

Design thinking

Communication

Organisation

Project management

## Languages

English - Native

Dutch - B1

## Education

UX / UI Design Certification

*Career Foundry / Online*

Apr - Nov 2025

Junior UX/UI designer driven by curiosity and empathy.  
Brings perspective from diverse roles and experiences, with a focus on creating thoughtful, beautiful design.  
Committed to continuous learning and championing a user-centric approach.

## Projects

### Evexia

May - Sept 2025

*UX Student Project at CareerFoundry*

- Designed a mobile-first, responsive web app supporting users in tracking and understanding their wellness journey.
- Defined user needs through research and competitor analysis, translating insights into wireframes and prototypes.
- Iterated on solutions through testing, resulting in a more user-friendly and accessible experience built on verified information.

[Open full case study here.](#)

## Experience

### Shift Manager

*Starbucks*

Dec 2023 - Dec 2024

Amsterdam, Netherlands

- Oversaw daily operations in a fast-paced, customer-focused environment, supporting both team members and customer experience.
- Identified friction points during shifts and adjusted workflows to improve efficiency and service quality.
- Supported and trained team members, fostering clear communication and a positive, inclusive team environment.

### Barista

*Starbucks*

Mar 2022 - Dec 2023

Amsterdam, Netherlands

- Delivered an exceptional guest experience in a fast-paced environment, prioritising customer needs while maintaining quality and consistency.
- Prepared handcrafted beverages and food efficiently, adapting quickly to changing priorities and peak periods.
- Collaborated with team members to manage workflow, support each other, and maintain a positive, organised environment.

### Video Editor

*MBG Media*

Sept 2018 - Oct 2020

Pretoria, South Africa

- Produced video content for clients and in-house projects, editing according to briefs and brand guidelines to deliver polished, professional outputs.
- Managed end-to-end production, including ideation, scripting, filming, event videography and photography, and product photography.
- Created supporting content including copywriting, 2D animation, and voice-over scripts/recordings to enhance storytelling and client engagement.