KELVIN TAN

• Multimedia Designer •

WERK ERVARING

feb '25 - jul '25   **Afstudeerstage - Efteling**
- Conducted user research and usability testing to identify pain points in the internal communication app Plein, used daily by hundreds of Efteling employees.
- Designed and iterated UX/UI solutions based on user needs and stakeholder feedback to improve content structure, navigation, and overall usability.

sep '23 - feb '24   **Brainport x PSV project**
- The Brainport Experience Box is a technology-based experience at the PSV stadium. The idea is to come up with a concept where visitors can predict events together during a match.
- I was responsible for communicating and convincing others of this idea through literature research, user testing, mock-ups, and prototypes.

feb '22 - jul '22   **Stage Greenhouse**
- Responsible for creating digital banners, PowerPoint templates, and designing certificates.
- Utilized Photoshop, Illustrator, and After Effects in daily production.

OPLEIDINGEN

feb '20 - jul '25   • HBO ICT & Multimedia Design
Bachelor - Fontys Hogescholen

•Minor in Graphic Design
•Wey Wey Web event participant.

Specialisation Courses
Creative Technology

sep '18 - jun '20   • HBO Real Estate
Bachelor - Fontys Hogescholen

sep '15 - jul '18   • Commercial Employee in Banking & Insurance
MBO niv.4 - Summa college

SKILLS

Photoshop

Illustrator

inDesign

Figma

Sketch

Miro

MS office

COMPETENCIES

UX Research

Interaction Design

Branding Design

User Testing

Prototyping

Customer Journey

Interviewing

SCRUM

CODE

HTML

CSS/SCCS

Javascript

PHP

PWA