// Wessel Jansen

Senior UX/UI Designer · Design System Designer · Art Director

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/ Profile

Senior UX/UI designer and art director with 13 years' experience in digital products, design systems and brand identity: at the Amsterdam agency Jungle Minds from 2013 to 2024, and independent since 2025. I combine structured thinking with visual craft.

I start by understanding what already exists: the product, the people it is for and the business goals behind it. Where it matters, I test assumptions with users and agree on direction before building. I work across information architecture, UX/UI design and design systems. Every decision comes with clear reasoning, so the result holds up long after the handover.

/ Skills

Design systems · User experience (UX) and user interface (UI) design · Art direction · Brand identity · Digital product design · Web and app design · Information architecture (IA) · Interaction design · User flows and conversion · Prototyping · Illustration · Motion design · Editorial design · Translating research insights into design decisions · Design sprints and Scrum · Stakeholder management · Coaching designers

/ Tools

Figma · Adobe Creative Cloud (Photoshop, Illustrator, After Effects) · Claude Code · Procreate · GitHub

/ Awards

Dutch Interactive Awards (DIA) 2025: Gold in the B2B category, for the Royal Swinkels ordering platform, with Elision and Jungle Minds.

/ Experience

Freelance Senior UX/UI Designer and Art Director, Most Anyone Mar 2025 – present
Own practice for start-ups and growing companies.

- **Animal Football:** brand identity, character illustrations, design system and app for a method that uses animals to teach football to children aged 4 to 8.
- **Cuppie:** art direction and app design for a start-up that turns weekly training games into one ongoing, fair competition.
- **Rabo Investments:** art direction and web design, with SUMM, for an investor in food supply, the energy transition and a healthy financial market.
- **Opcharge:** art direction and web design, with SUMM, for a provider of charging solutions to municipalities, building managers and drivers.
- **Wibe Group:** prototyping and validation for a complex data platform, with Dewpoint.
- **SUMM:** editorial design for their clients.

Senior Designer, Jungle Minds Jul 2019 – Oct 2024
Designer, Jungle Minds Jul 2013 – Jul 2019
Digital agency in Amsterdam. Connected strategy with production teams. Worked in Scrum and ran design sprints. Coached junior and mid-level designers.

- **Royal Swinkels:** art direction, design system setup and web design for a B2B ordering platform. Gold in the B2B category at the 2025 Dutch Interactive Awards.

- **Ministerie van Binnenlandse Zaken:** prototype testing the core functions of a digital identity wallet, which became the basis of the Dutch Identity Wallet.
- **AFC Ajax:** web and app design, including the Ajax Coaching Academy, a learning platform giving coaches worldwide access to the club's football philosophy, structured around Cruyff Qualities and play principles.
- **TNO:** art direction, prototyping and a design system, giving one identity to a very wide range of research fields.
- **Leading Courses:** product design, including the checkout flow, for a rebrand and redesign towards becoming Europe's leading golf booking platform.
- **Basic-Fit:** product design (in-club displays and My Basic-Fit), letting members handle subscriptions, payments and cancellations themselves, which takes pressure off customer service.
- **ABN AMRO:** product and web design, including a wizard matching small business owners to the right support during the COVID-19 crisis.
- **Compagnon:** website and illustrations for the largest HR network in the Netherlands.
- **Tom Holkenborg (Junkie XL):** website for the film composer.
- **Other clients:** LeasePlan, AkzoNobel, BAM, Tommy Hilfiger, SVB, Technische Unie, Dutch government (Rijksoverheid), FrieslandCampina, Alliander, Schiphol, Unilever.

/ Education

Bachelor's degree in Communication and Multimedia Design Sep 2009 – Jul 2013

Amsterdam University of Applied Sciences (HvA)

Specialisation in Technology, Design & Interaction, with a focus on information architecture and human-computer interaction (HCI). Minor in International Trendwatching. Two extracurricular honours programmes.

Orientation course in Fine Arts, Gerrit Rietveld Academie Aug 2022 – Apr 2023

Exchange year, Seiritsu Gakuen, Tokyo Aug 2008 – Jun 2009

/ Languages

Dutch (native) · English (fluent)