



Lieke van der Rijk

Design researcher and visual designer

As a design researcher, no assignment is too complex for me. Due to my media-agnostic approach, the final form is always secondary in my process. I love working with various disciplines to find answers. When I can bring different worlds together and create understanding through my work, I achieved my goal.

Education

Designers Identity

March 2020 - November 2020
Fundamentals Academy

Communication & Multimedia Design

August 2012 - July 2016
Avans University of Applied Sciences
Minor Co-Design Studio
September 2015 - Januari 2016

Specialisation in Multimedia design
September 2014 - Januari 2015

General secondary education

August 2007 - July 2012
Dongemond College Made / Raamsdonksveer

Specialisation Nature and Health & Nature and Technology
September 2010 - July 2012

More about Lieke

www.liekevanderrijk.nl

www.ritselontwerp.nl

www.isthislieke.com

liekevrijk@gmail.com

[linkedin.com/in/liekevrijk](https://www.linkedin.com/in/liekevrijk)

tel.: +31 (0)6 42122341

Rotterdam, Nederland

Experience

Owner and designer - project base

August 2020 - current day

Ritsel

- Impactful design research in and for complexity

Current assignment

Coach for Co-Design Studio HU Utrecht - part-time

- Design coach in project on complexity and systemic design
- Life coach to support the students during their education

Desktop Publisher - 24 hour

May 2020 - current day

InterDam B.V.

- Translate new corporate identity into digital and physical communications
- Convert existing internal and external Adobe CC and Microsoft Office material to a new style

Digital manager - volunteer work

October 2019 - current day

Foundation AM | Talent dat het Maakt

- Management and development of websites and digital communication
- Management digital team including designers and communication specialists

Projectmanager and product owner - 40 hour

September 2018 - November 2019

Capica Online bedenkers

- Set up, plan and manage digital projects
- Monitoring and testing quality of digital products
- Translate customer wishes into technical implementation
- Sales training course (Steyn & Allberg 2018)

Digital designer and design coach - 40 hour

August 2016 - September 2018

Hackastory

- Design and monitor branding and visual style
- Development of design thinking method
- Coaching design thinking hackathons
- Supervising design interns
- Neuro Linguistic Programming course (Jasper Geluk Communications 2017-2018)

Student assistant Story Design - project base

March 2016 - May 2016

Avans University of Applied Sciences

- Development educational material
- Supervising and assessing Communication & Multimedia Design students