



Yes de Jong

senior visual designer

I'm a visual designer focussing on functionality, visual harmony, and structured design systems.

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Work Experience

August 2025 - now

Senior Product designer at Statista, Berlin

Statista is a global data platform providing market, industry and consumer insights to businesses worldwide. As part of the Conversion & Growth team, I designed and optimised registration, onboarding, pricing and paywalls, working with Product, Marketing and Growth teams to improve conversion and usability.

- **Increased registration conversion rate by 48%** through UX design improvements, simplifying the sign up flow and reducing user friction.
- **Reduced student misrouting in the B2B sales request flow by 20%** through UX improvements to the form.
- Improved the user data backfill flow with a focus on usability and completion, supporting an **79% completion rate**
- Conducted 10+ user surveys and interviews with qualitative and quantitative data to improve key conversion flows

May 2023 - August 2025

UX / UI designer at Clarify, Amsterdam

Clarify is an agency for datavisualization and information design. I designed accessible digital products, interfaces and design systems for businesses and government. My work spanned user research, UX strategy, wireframing, prototyping and visual design - from defining the problem to shaping the final experience.

- **Led the UX/UI design** of the website for Geldmaat, the Netherlands' largest ATM network, backed by ING, ABN AMRO and Rabobank. Took the project from research and UX strategy through prototyping, visual design and developer handover.
- Co-designed the logo and visual identity for the **Netherlands' 2025 NATO Summit**.
- Designed **850+ icons for ABN AMRO**, creating a cohesive icon system aligned with the bank's brand identity.

November 2020 - May 2023

Lead designer at Vuurrood, Rotterdam

Vuurrood is a creative agency specialising in social and educational design, aimed at promoting critical thinking among children.

- Designed user-centred digital experiences across web and mobile, working in agile teams with developers and product managers.
- Managed communication with 20+ clients and external suppliers, presenting design concepts, gathering feedback and coordinating project delivery.
- Mentored and evaluated 2 design interns, supporting their development and contributing to stronger internal design practices.

Education

2019 - 2020

Master of Science in Digital Design

University of Applied Sciences, Amsterdam
Combined design theory and practice, worked on client briefs and was coached by 9 collaborating digital agencies. I completed this master with the final mark of an 8.8 out of 10.

2014 - 2018

Bachelor of Arts in Graphic Design

Royal Academy of Art, The Hague
The programme consists of art and design history, philosophy, research and aims to equip students to an autonomous practice. I completed my thesis with a distinction.

Tools & Skills

Languages:

English (fluent)
Dutch (native)
German (B1-B2)

Figma, Framer, Miro, Webflow, Hotjar, Google Analytics, userlytics, Adobe Suite, no-code/low-code tools, Claude, Lovable.

User research, design thinking, user journey mapping, wire-framing, usability testing, agile & sprints, storytelling, interaction design, customer Insights, product vision, usability, AI, design, scalability, WCAG, data analysis, data-driven

