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, interaction design and UI. Every decision comes with clear reasoning, so the result holds up long after the handover.

Skills

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

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. As product lead, responsible for the direction and quality of 4 to 12 client projects a year, bridging strategy and execution. 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 (DIA Gold 2025).

- **Ministerie van Binnenlandse Zaken:** prototype testing the core functions of a digital identity wallet, which became the basis of the NL 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)