

# Curriculum Vitae 2025

## Bert Hermans

Senior creative coder with 15+ years of experience in UX/UI design, front-end development, and interactive media. Combines technical knowhow with strong communication and artistic flair in both freelance and team-based environments.

## Specialities

CSS3, HTML5, ReactJS, Javascript ES6, Figma, Design System architect, Rapid prototyping

## Personal information

Name: Elbert Jan (Bert) Hermans  
Birth date: 1-3-1987  
Nationality: Dutch  
Portfolio: [www.gizmostudios.net/portfolio](http://www.gizmostudios.net/portfolio)

## Profile

Bert moves effortlessly between creative and technical work. He has worked as a developer and designer for various clients, focusing on design, interactive media, and technical refinement. He can work independently, but is at his best in teams striving for quality and innovation. His career began as a Flash designer and animator, after which he specialized in front-end development with an eye for UX and visual design. In Vienna, he worked on UIs for video games, and in his spare time, he builds interactive collaborative AV installations as a VJ and musician.

## Education, courses and training

2014 Scrum.org - Certified Scrum Master  
2011 Gerrit Rietveld Academie Amsterdam  
HBO Propedeuse Fine Arts  
2007 Hogeschool van de Kunsten Utrecht  
HBO-diploma Digital Media Design  
2004 Grafisch Lyceum Utrecht  
MBO-diploma Multimedia Vormgeven

## Languages

Dutch Native  
English Fluent in speech and writing

## Interests and hobbies

Animation, photography, illustration, music production, electronics, bouldering

# Work experience

## July '25 - Current

**UX/UI designer, Front-end developer** @BonAppio

**Skills:** Figma, Design System Architecture, Svelte, CSS3, Rapid Prototyping, Project planning

Bert worked in a team of 3 developers and a product owner on the design and development of a digital ecosystem for restaurant owners. Here he designed the backend systems, ordering systems and the kiosk interface. Also did he set up the design system in Figma and built the token system in Svelte to work with the existing architecture. For user study he attended Gastvrij in Rotterdam and conducted interviews of interested users and potential future customers.

## Febr '24 - July '25

**UX/UI designer, Low code developer** @Veldsink Advies

**Skills:** Figma, Design System Architecture, OutSystems, CSS3, JS, Rapid Prototyping, User study

Bert worked on the development of a new code stack and design system for the CRM system and customer portal. After switching to OutSystems, he focused on styling, responsive design, and user interaction. He developed user flows, prototypes, and visual designs, led design sessions, and conducted user testing. During the Innovation Weeks, he presented various innovative experiments.

## Sept '23 - January '24

**UX/UI designer, Front-end Developer** @BambooXL

**Skills:** Product Design, Mobile App design & development, Project Planning, React Native, Typescript, CSS3, Figma, Rapid Prototyping, 2D Animation, Marketing & Communication

For BambooXL Bert designed and developed a mobile app called Bamboe Beppie, where gardeners can calculate the amount of planks they need based on their requirements. Also can they calculate the price, find information on different types of hardwood bamboo and order the products directly from the app. Bert also created the mascot, Beppie and the explainer/promo video using After Effects.

## Sept '23 - Febr '24

**UX/UI designer, Front-end Developer** @Hof van Cartesius

**Skills:** Nuxt, Typescript, CSS3, HTML5, Git, Figma, Rapid Prototyping, User study

As a co-entrepreneur at Hof van Cartesius, Bert worked on an online portfolio platform that allowed entrepreneurs to connect with each other, share their work, and increase their visibility and discoverability.

He organized several workshops and knowledge sessions to help shape the final platform based on user input. He developed prototypes in Figma and built the front-end in Nuxt (Vue), which seamlessly integrated with the existing website. Bert worked closely with the communications team within the board.

## **Aug '22 - Sept '23**

**Senior Front-end Developer** @Drukwerkdeal.nl

**Skills:** ReactJS, GatsbyJS, Typescript, CSS3, TailwindCSS, HTML5, NodeJS, GraphQL, Contentful, Jest, A/B testing, E2E testing, Rapid Prototyping

At Drukwerkdeal.nl, Bert worked on the website as part of an international SCRUM team, focusing on the homepage, search function, and navigation. He built A/B experiments in React, deployed through Optimizely, and improved the functionality and design.

With functional prototypes in CodePen, he brought efficiency to the development process. He also shared his expertise in UX/UI and animation, including a knowledge session on animations based on physics.

## **Mar '22 - Aug '22**

**Lead Front-end Developer, UX/UI designer** @Polem B.V.

**Skills:** ReactJS, Typescript, Tanstack, Recoil, CSS3, HTML5, TailwindCSS, Rapid Prototyping, Figma, Project Management

At Polem, Bert was responsible for the design and development of an interactive configurator for silos and tanks, along with a back-end developer, product owner, and junior front-end developer. He designed in Figma, built the front-end in React, and translated input from agricultural stakeholders into clear user flows, which he visualized directly during sessions using whiteboard sketches. He also coordinated collaboration with external rendering partners and mentored a junior developer in refactoring the front-end.

## **Jul '19 - Mar '22**

**Lead Front-end developer, UX/UI/3D designer, illustrator, animator** @INNOU & Musircle

**Skills:** ReactJS, TypeScript, TanStack, Apollo, Recoil, HTML5, CSS3, TailwindCSS, Figma, Responsive Design, Rapid Prototyping, 3D-design, 2D-animation, project management

For Musircle, a social media platform focused on music taste, he developed the corporate identity, designs, prototypes, and front-end of the web app. He worked closely with back-end engineers and the product owner on the roadmap, feature planning, and promotional 3D animations. He also designed a pitch deck for investors.

At INNOU, a startup focused on crypto education through playful digital products, he established an Agile workflow and mentored the team as team lead. He designed and built websites, illustrated a webcomic, designed characters, 3D NFTs, and pitch decks, and created a prototype for a mobile app. Bert played a central role in both design and development.

## **Nov '18 - Jul '19**

**UX/UI designer, Front-end developer** @QWIC

**Skills:** SCRUM Master, Responsive Design, UX/UI design, CSS3, HTML5, ReactJS, Typescript

Bert worked as a UX/UI designer and front-end developer in two teams. For the R&D team, he designed a mobile app that served as an e-bike display. He used Zeplin to efficiently transfer designs to a development team in Taiwan, taking language and time differences into account.

For the IT team, he designed a dealer portal for order and inventory management. He built prototypes, React components, and set up a design system. He also served as SCRUM master and presented progress to stakeholders during each sprint.

### **May '16 - Nov '18**

**UX/UI designer, front-end developer** @Sproing Interactive Media GmbH

**Skills:** UI design, Rapid Prototyping, CSS3, HTML5, Javascript ES6, KnockoutJS

Bert moved to Vienna to gain experience as a designer in the gaming industry. At Sproing Interactive, he worked on the UI of console and PC games, including menus, settings, and HUD elements. He introduced Agile working methods and developed a reusable design system for interface components, in collaboration with developers, designers, and a product owner.

### **Mrt '14 - Mei '16**

**Front-end developer** @Travix

**Skills:** CSS3, HTML5, ReactJS, REST/JSON, Angular, NodeJS, Jasmine, Cucumber/Gurken, Brackets Editor Development, Server management, SCRUM Master, A/B testing

At Travix, Bert worked in a SCRUM team on CheapTickets' new React website. During this project, he earned his SCRUM Master certification and took on that role within the team. He also designed and built, along with another developer, a custom CMS solution based on Brackets Editor, tailored to the content managers' needs. For this, he set up a Linux server to handle and serve the CMS and content pages.

### **Aug '12 - March '14**

**Front-end developer, Graphic designer, Animator** @iQU

**Skills:** CSS3, HTML5, Javascript ES6, DevOps, animatie, graphic design, affiliate marketing

At iQU, Bert worked in a DevOps team on the tracking and advertising platform for affiliate marketing in the online gaming sector. He designed and animated landing pages, campaigns, and banners for various games. He also gained experience with user tracking, server-to-server tracking, user profiling, and segmentation.

### **Aug '11 - Aug '12**

**Front-end developer** @ABN Amro Bank

**Skills:** CSS3, HTML5, Javascript, jQuery, Ajax, Promises, REST/JSON, Cucumber, Agile

Bert worked in a SCRUM team of four developers on the web interface for online banking. There, he learned to work within SCRUM, with asynchronous code and REST APIs. He was responsible for JavaScript production code, unit testing, automated tests, component styling, and animations.