

Hello, I'm Wessel Jansen—a senior visual designer from Amsterdam

Portfolio 2024

branding

digital product design

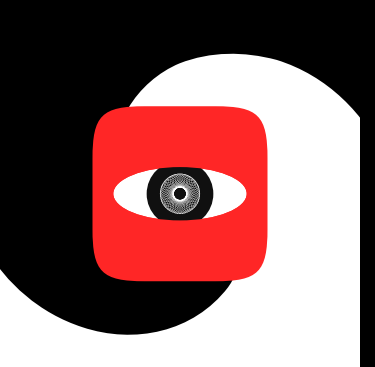
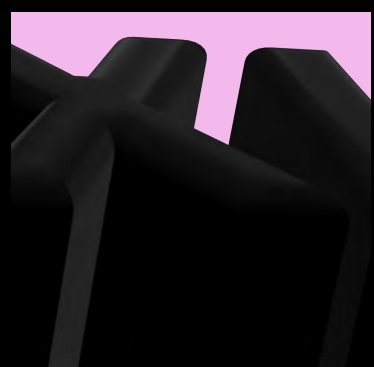
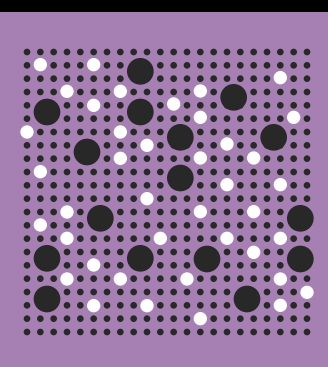
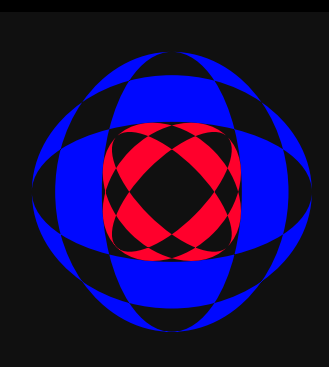
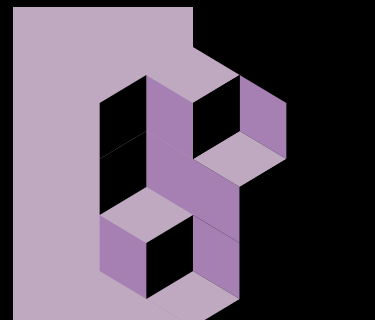
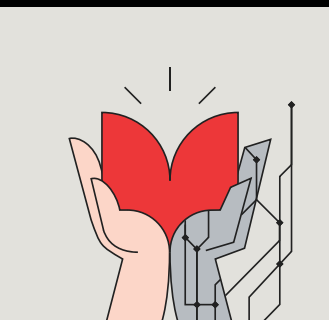
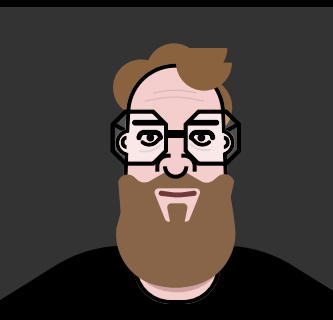
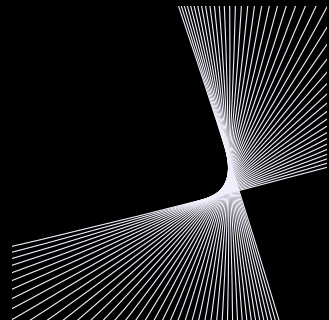
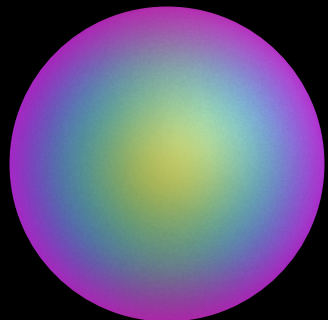
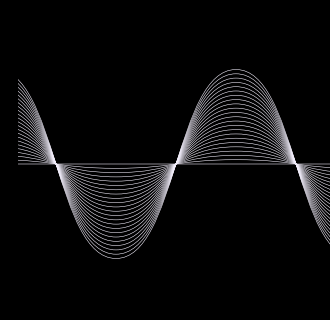
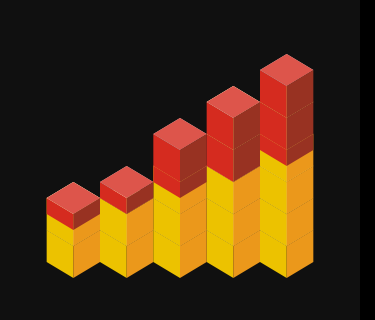
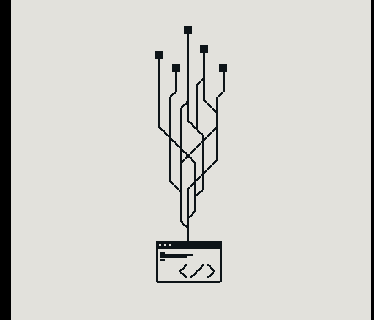
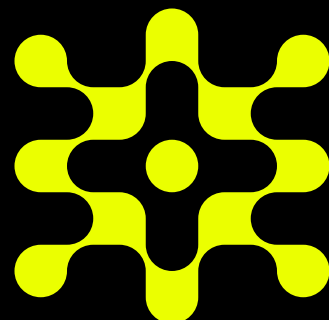
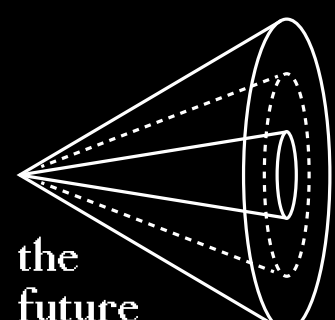
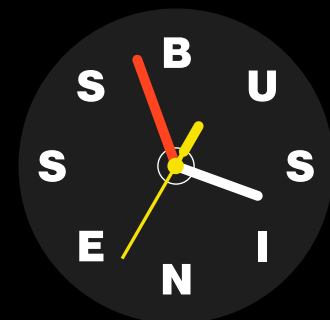
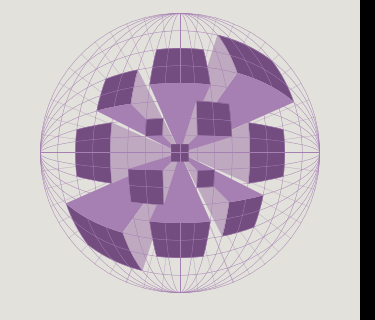
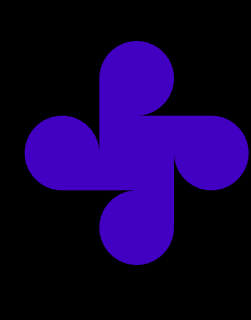
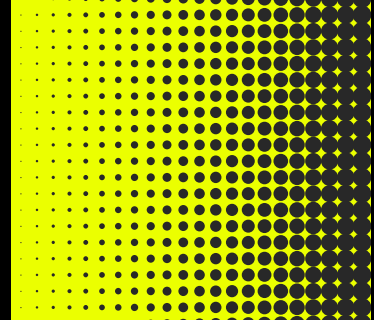
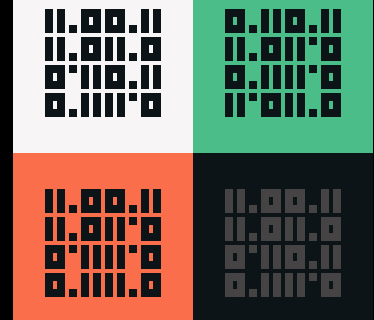
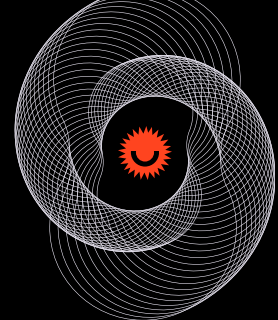
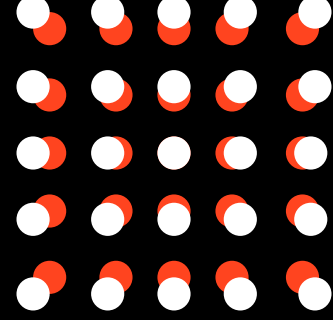
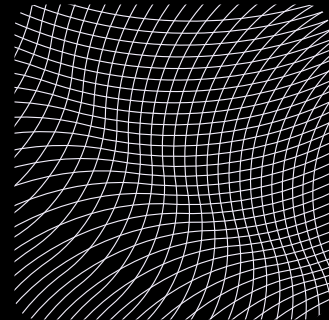
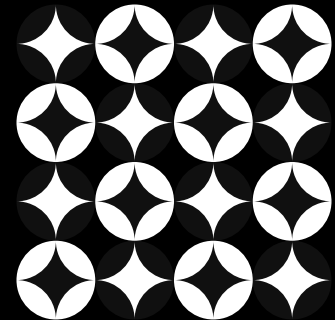
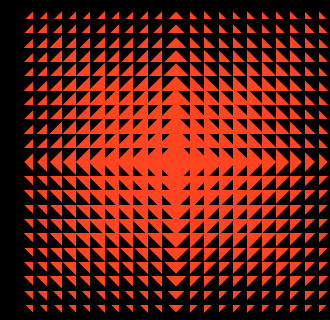
ux design

ui design

illustration

graphic design

motion design



Introduction /

For over 11 years, I've worked as a designer across branding and digital product development, thriving at the intersection of systematic thinking and creativity. My design process is grounded in curiosity and precision—I learn the rules before I break them. I bring a clear, recognizable signature to my work, combining strong storytelling and communication skills to create designs that resonate on a deeper level.

I'm looking for a role where creativity is valued not just as a means to an end but as a core driver of meaningful impact. I want to join a team where I can coach and learn simultaneously, fostering collaboration and shared growth. I'm particularly drawn to opportunities where design and technology come together to create work that's purposeful, impactful, and measured in ways beyond financial outcomes.

Outside of work, I explore sound design and collect modular synthesizers and drum machines. I'm currently studying rhetoric and relearning Japanese. My interests range from graphic design, illustration, and motion design to philosophy, sociology, (kick)boxing, yoga, and mindfulness.

Wessel Jansen

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Work experience /

- **Jul 2019 - Oct 2024**
Senior Visual Designer, Jungle Minds

Guiding clients and colleagues in complex, multifaceted creative processes and using my design skills to help them reach creative and compelling results.

- **Jul 2013 - Jul 2019**
Visual designer at Jungle Minds

Analysing existing brand identities and applying, renewing, and expanding them consistently yet surprisingly.

Education /

- **Aug 2022 - Apr 2023**
Gerrit Rietveld Academy / Orientation course Fine Arts

This exploratory program, held over 25 Saturdays, allows participants to familiarise themselves with the working methods of the Gerrit Rietveld Academie.

- **Sep 2009 - Jul 2013**
Amsterdam University of Applied Sciences (hva) / bachelor / Communication and Multimedia Design

Next to my bachelor I finished the International Trendwatching Minor as well as two extracurricular honours programs (Studium Excellentie + MCI Honours)

- **Aug 2008 – Jun 2009**
EF High School Year program in Japan

I participated in high school, family, and community life during my exchange year in Tokyo, Japan.



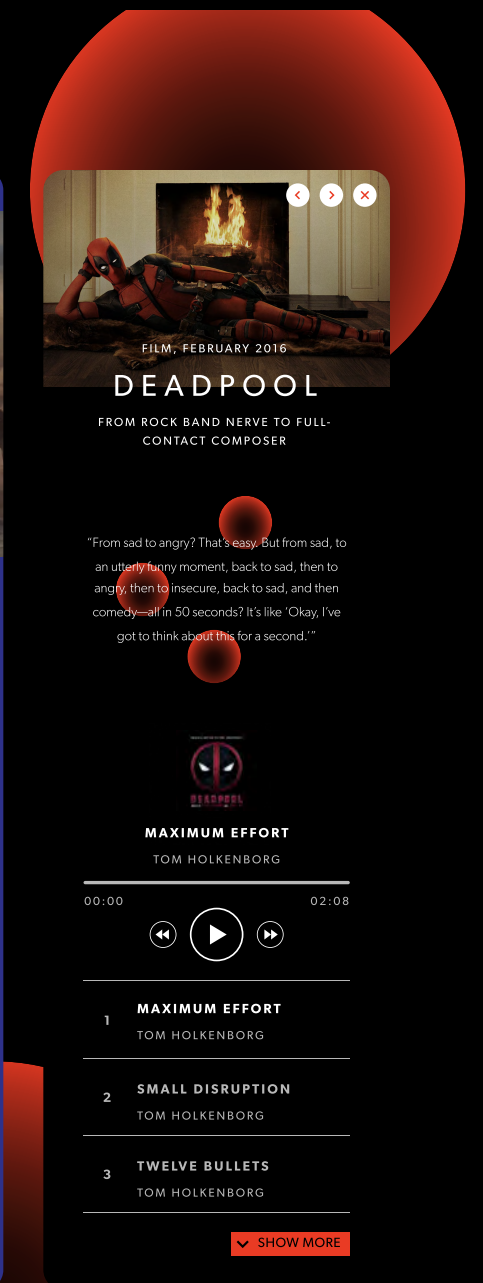
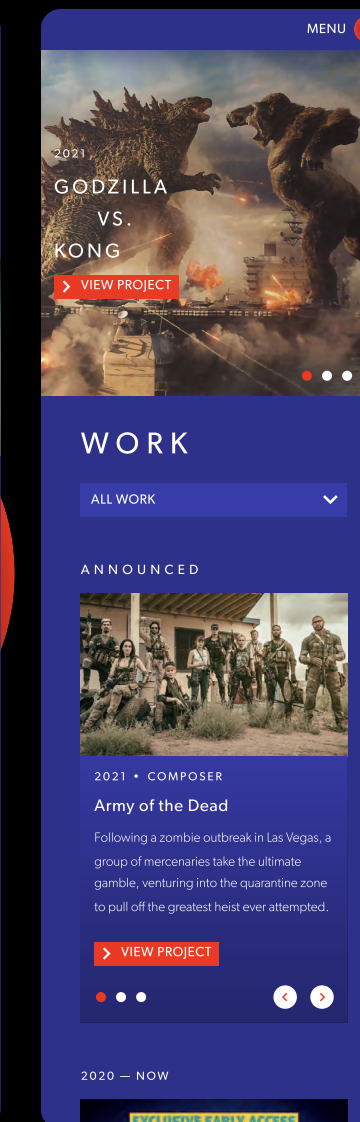
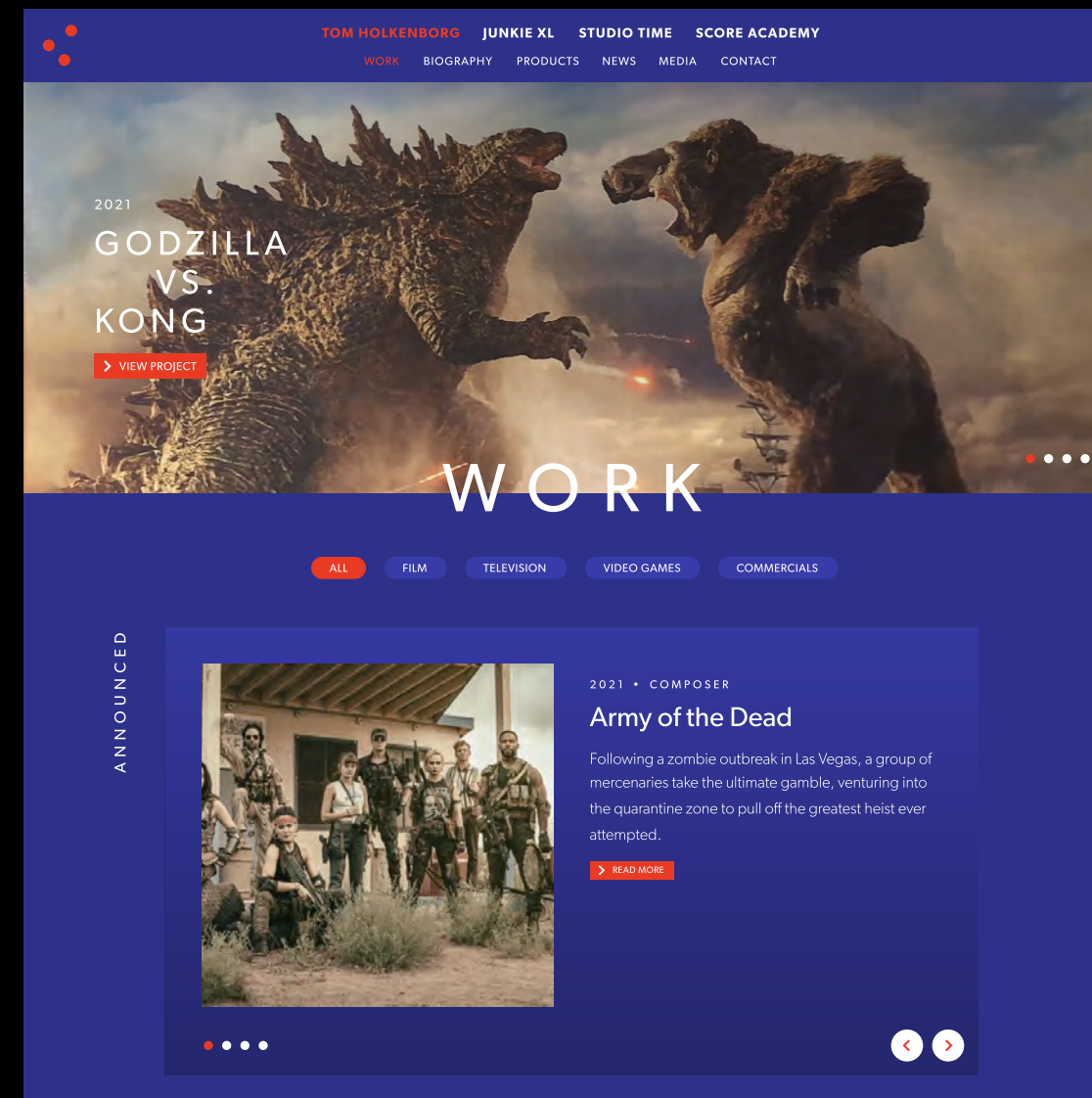
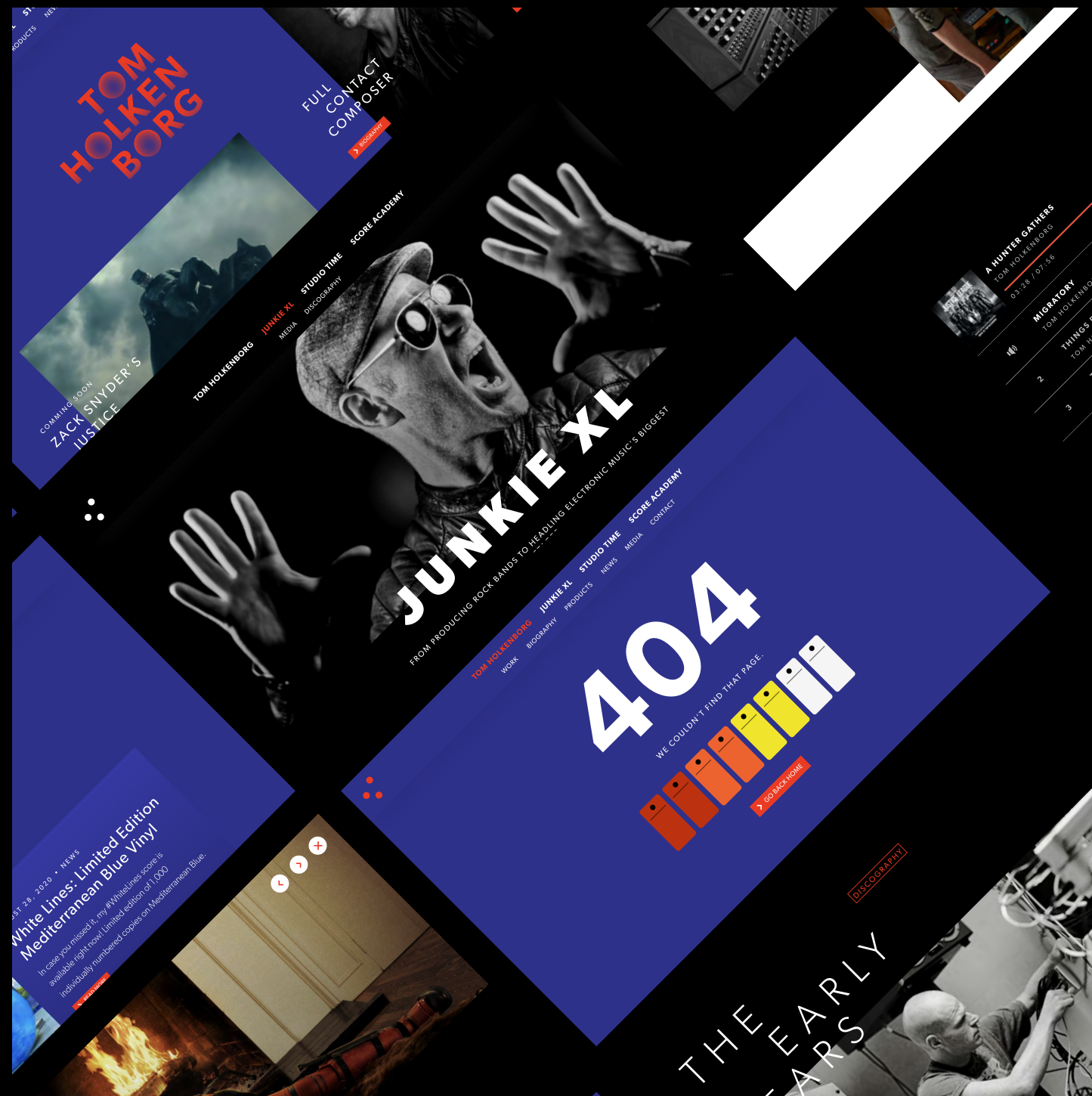
Tom Holkenborg

2021–2022

ux/ui design

web design

motion design



Tom Holkenborg—also known as Junkie XL—is a Grammy-nominated and multi-platinum producer, musician, and composer. Together with Dog & Pony I designed a coherent digital ecosystem that reaches various audiences, from music talent to long-time fans.

TNO

2021

art direction

design system

ux/ui design

motion design



Changing the foundations for large brands can be challenging, especially for TNO (Netherlands Organisation for Applied Scientific Research), which is active in a very broad range of research fields. My team and I delivered a solid design system for the scientific research organization to connect with its customers and start building relationships.

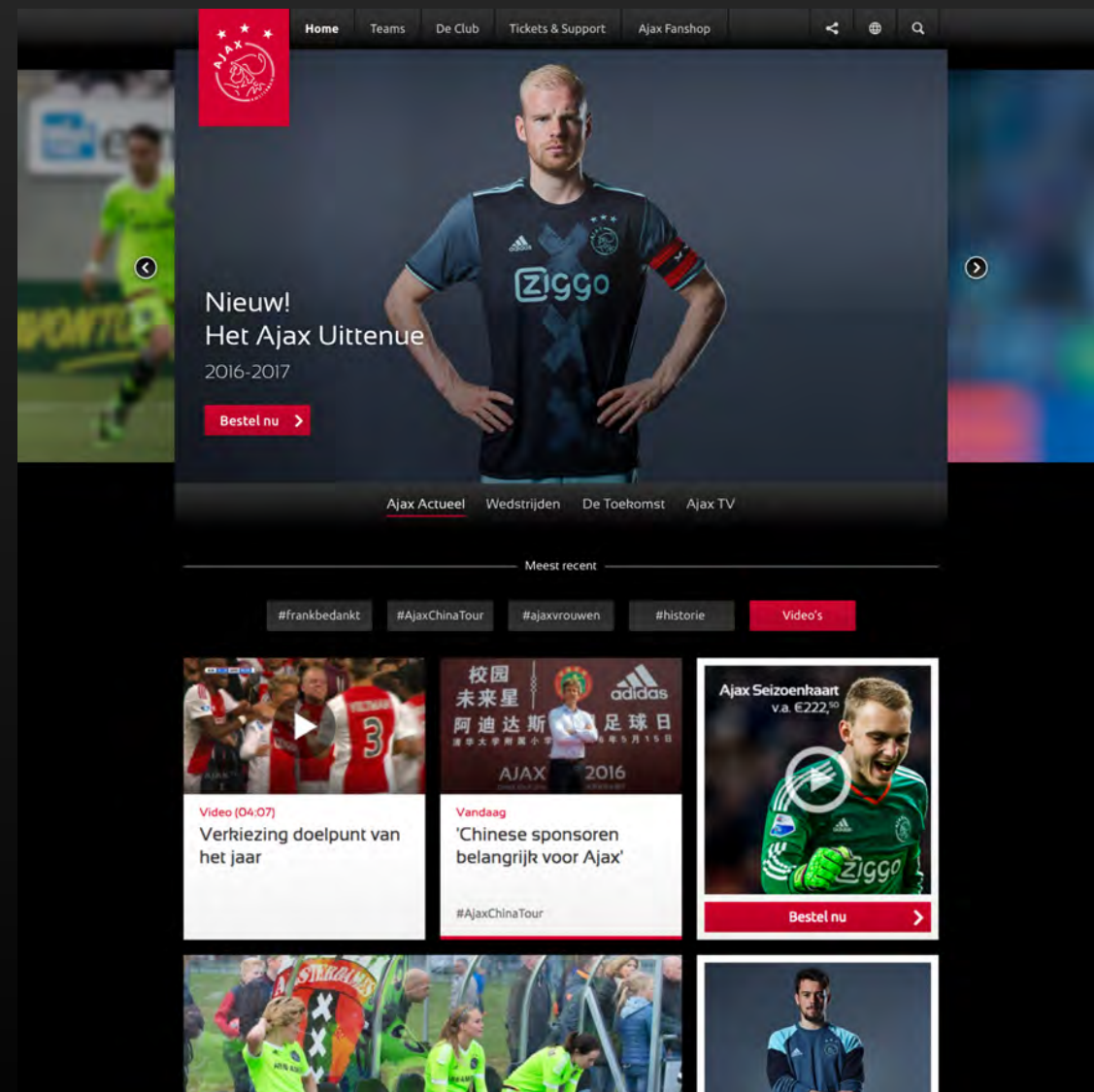
AFC Ajax

2014–2019

web design

art direction

ui design



Back when everyone was figuring out responsive web and app design, I was lucky to become the main visual designer for AFC Ajax. Great brand, no budget, lots of fun. One of the projects that stands out was designing the Ajax Coaching Academy, a platform enabling coaches to access the Ajax philosophy and education.

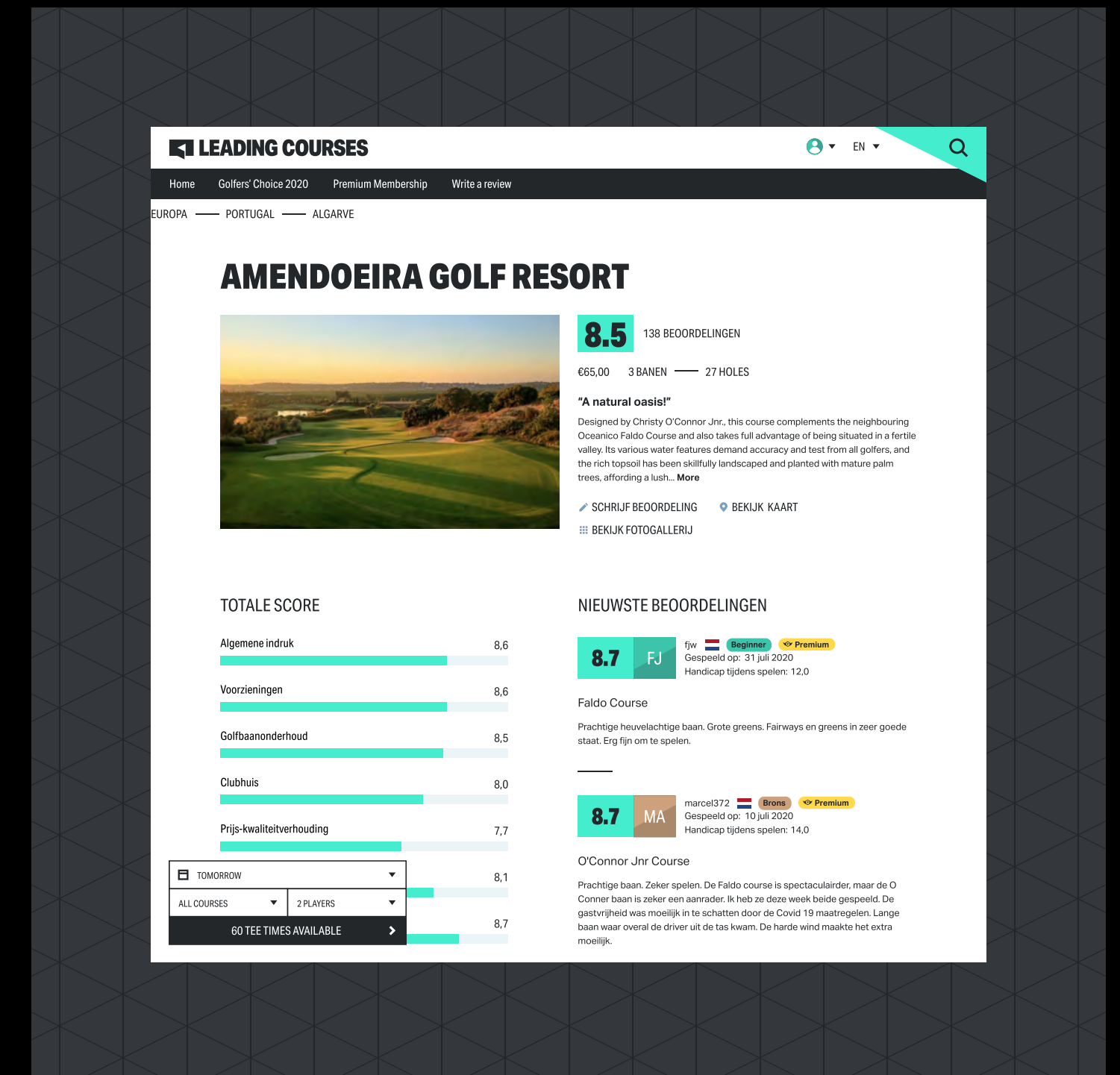
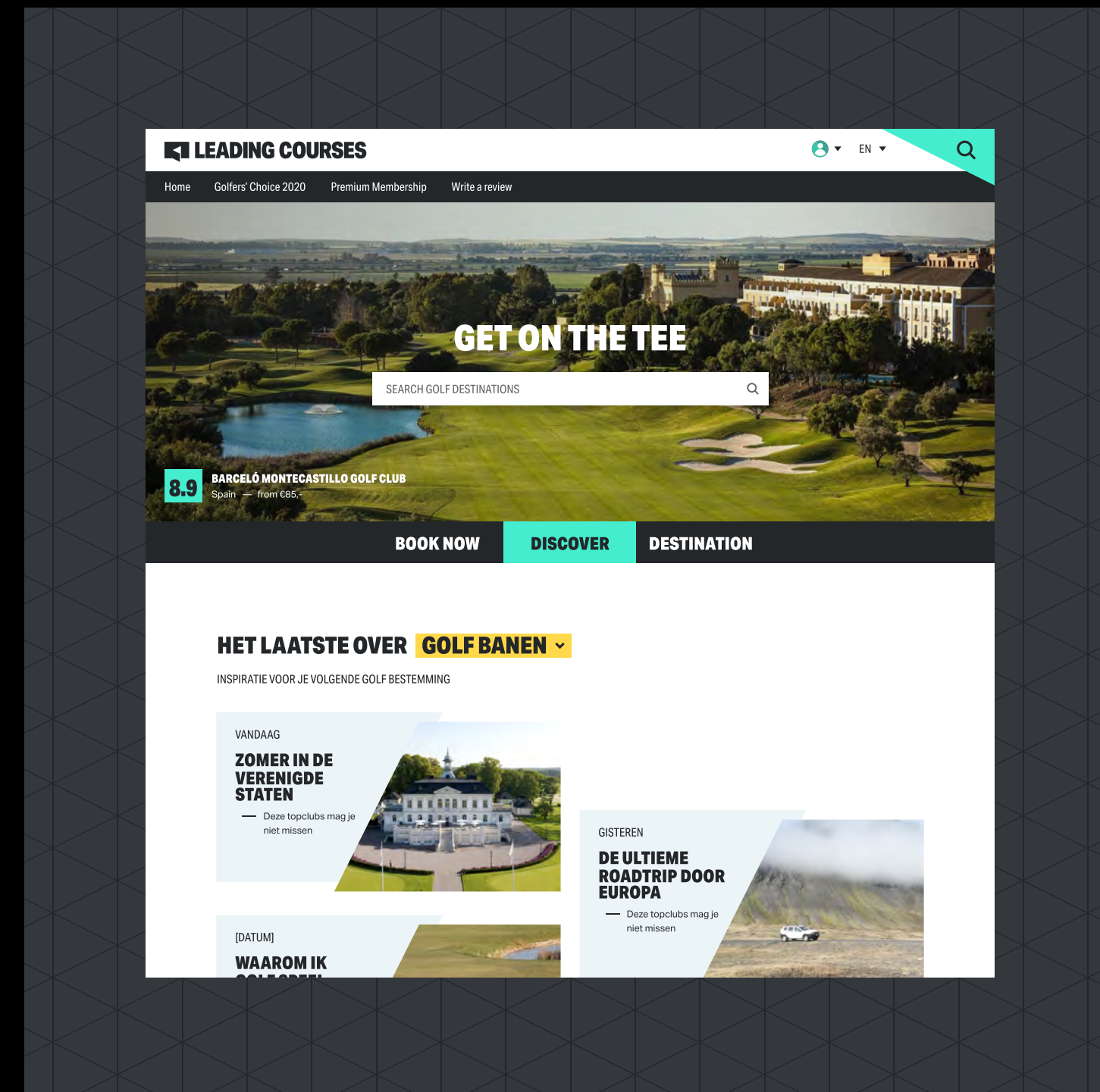
Leading Courses

2018–2020

product design

ux/ui design

web design



Working at an agency usually means working for multiple clients at the same time. You generate ideas and build momentum, at a high pace. Leading Courses hit differently. I've worked as their main visual designer for over 25 sprints towards the launch of their new identity and platform. Learned a lot.

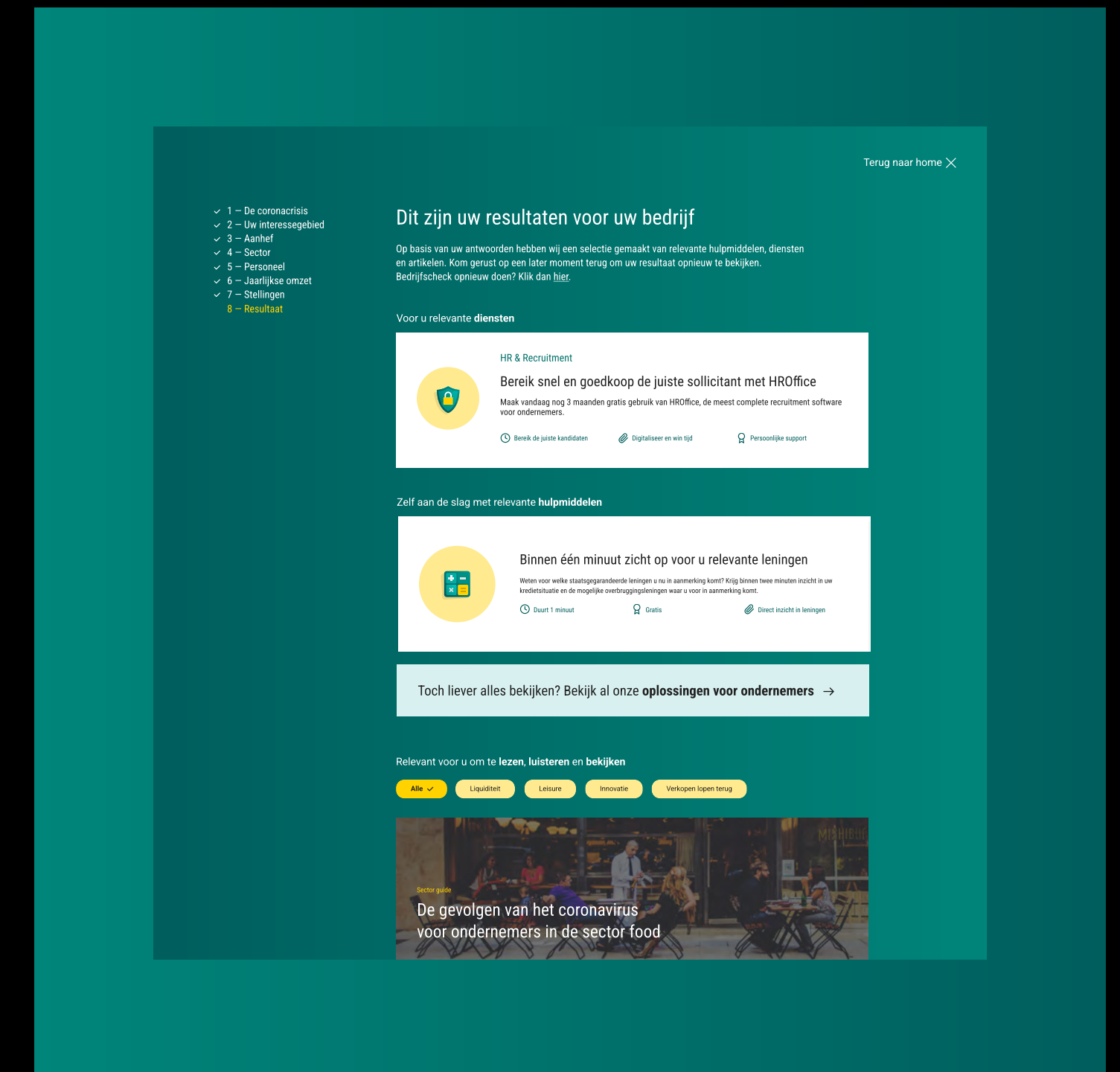
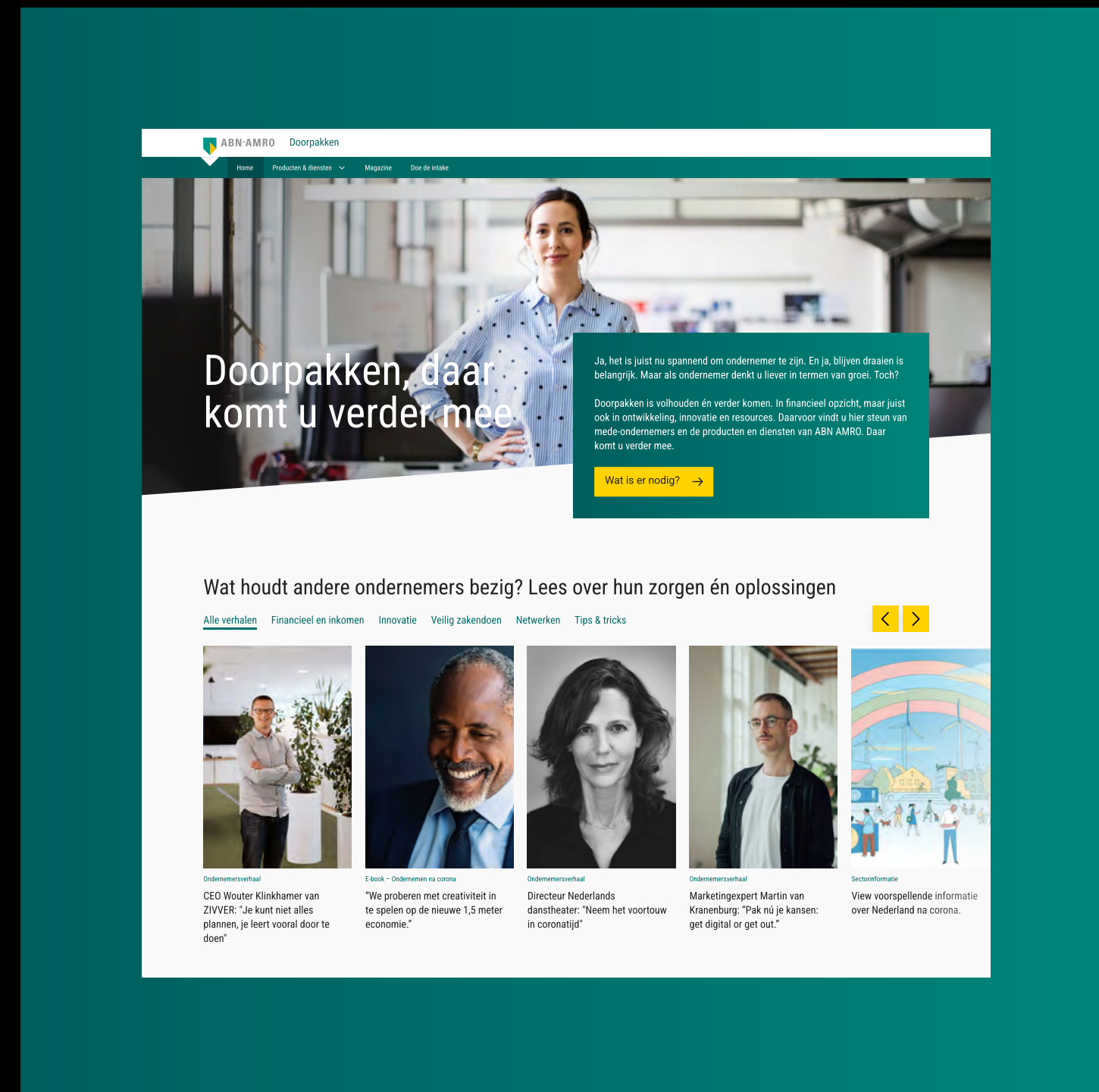
ABN AMRO

2020

web design

prototyping

agile product development



Knowing where you are going, you can plan every step between your starting point and desired outcome. But when you move into uncharted territory, you take things one step at a time, learning and adjusting as you go. For ABN AMRO we combined quantitative data and qualitative research to fuel design decisions during the beta phase of a new digital proposition. It doesn't happen often like so, but it's very much worth it.

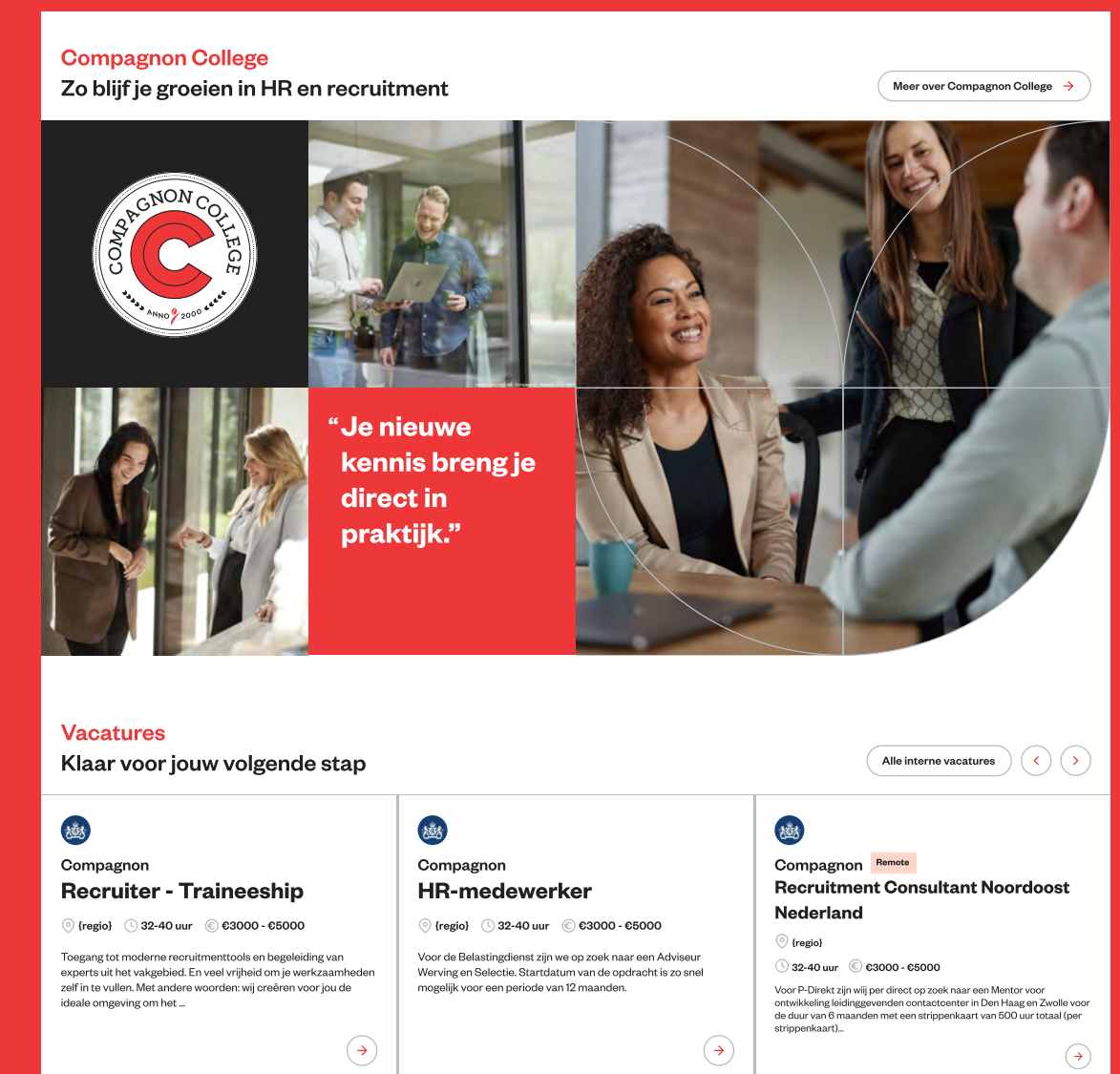
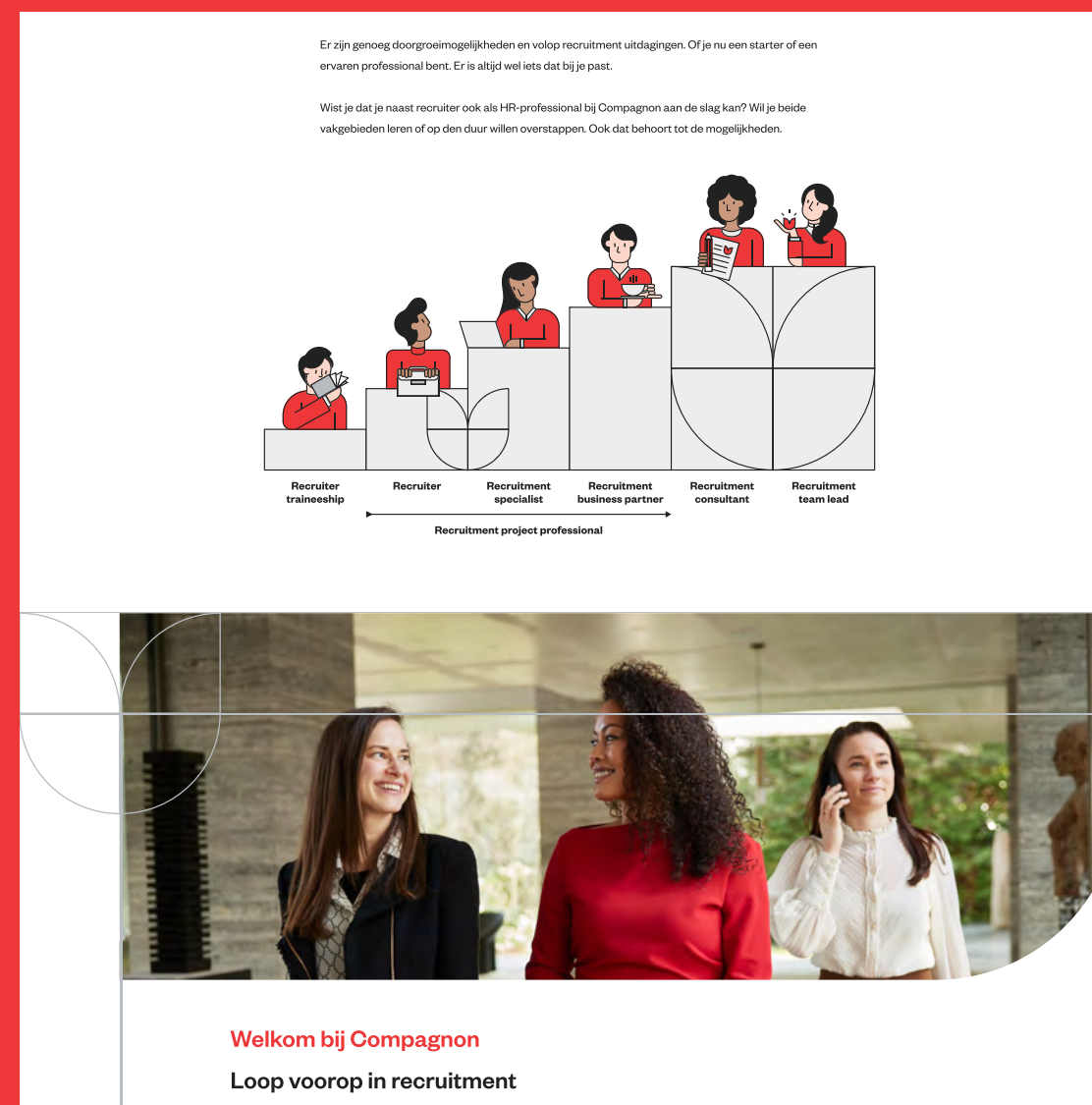
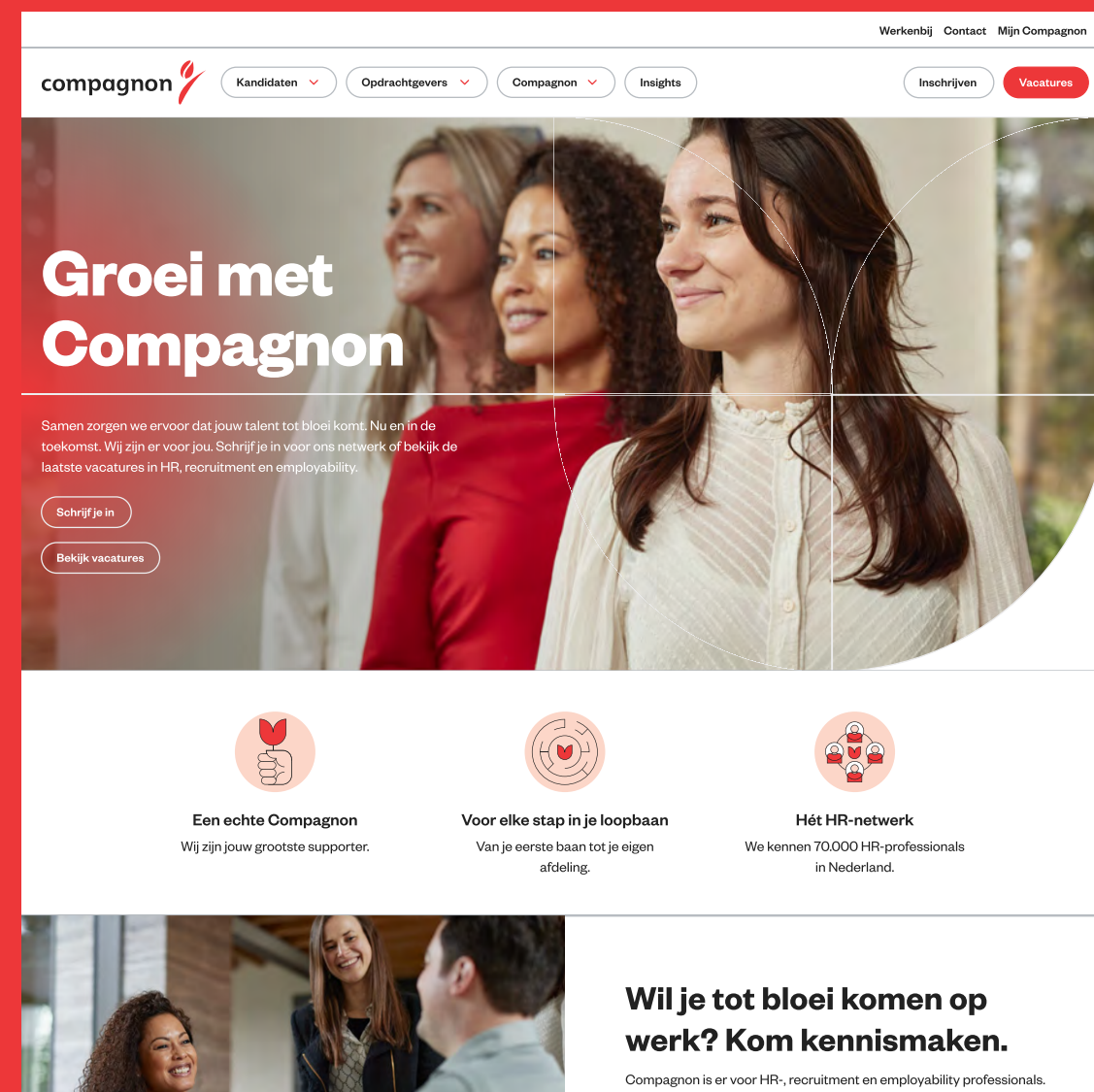
Compagnon

2023

web design

illustrations

brand collateral



Compagnon is the largest HR network in the Netherlands. They like the color red as much as they like tulips... well, sure. My goal was to create a modern example of Dutch Design whilst illustrating as many 'ligne claire' illustrations as I could.

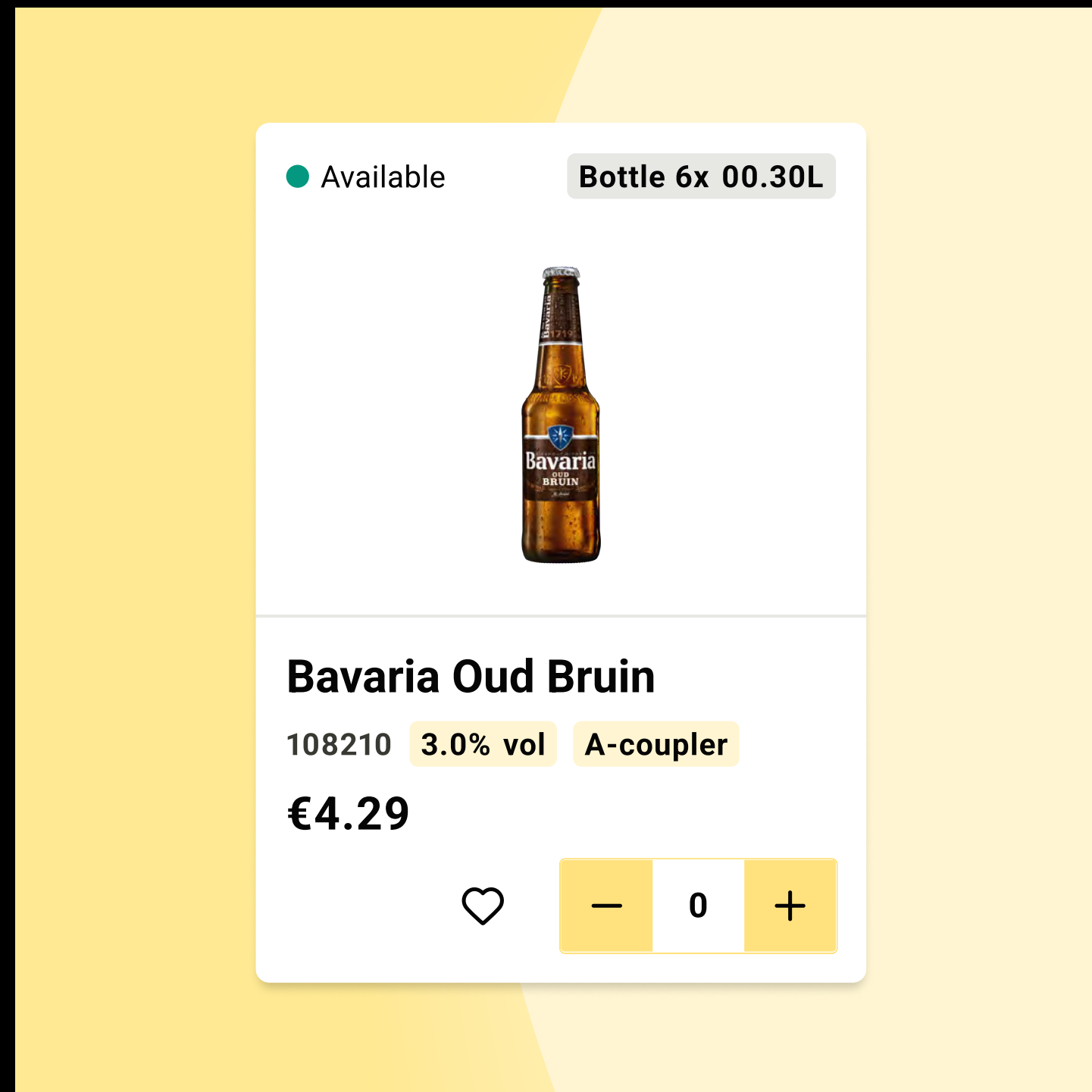
Royal Swinkels

2023

art direction

ui design

work-in-progress



As a visual designer, I bridge the gap between customer needs, business goals, technical feasibility, and brand requirements. I define, design, and refine design tokens along the way.

Ministry of the Interior and Kingdom Relations (BZK)

2021

user research

prototype



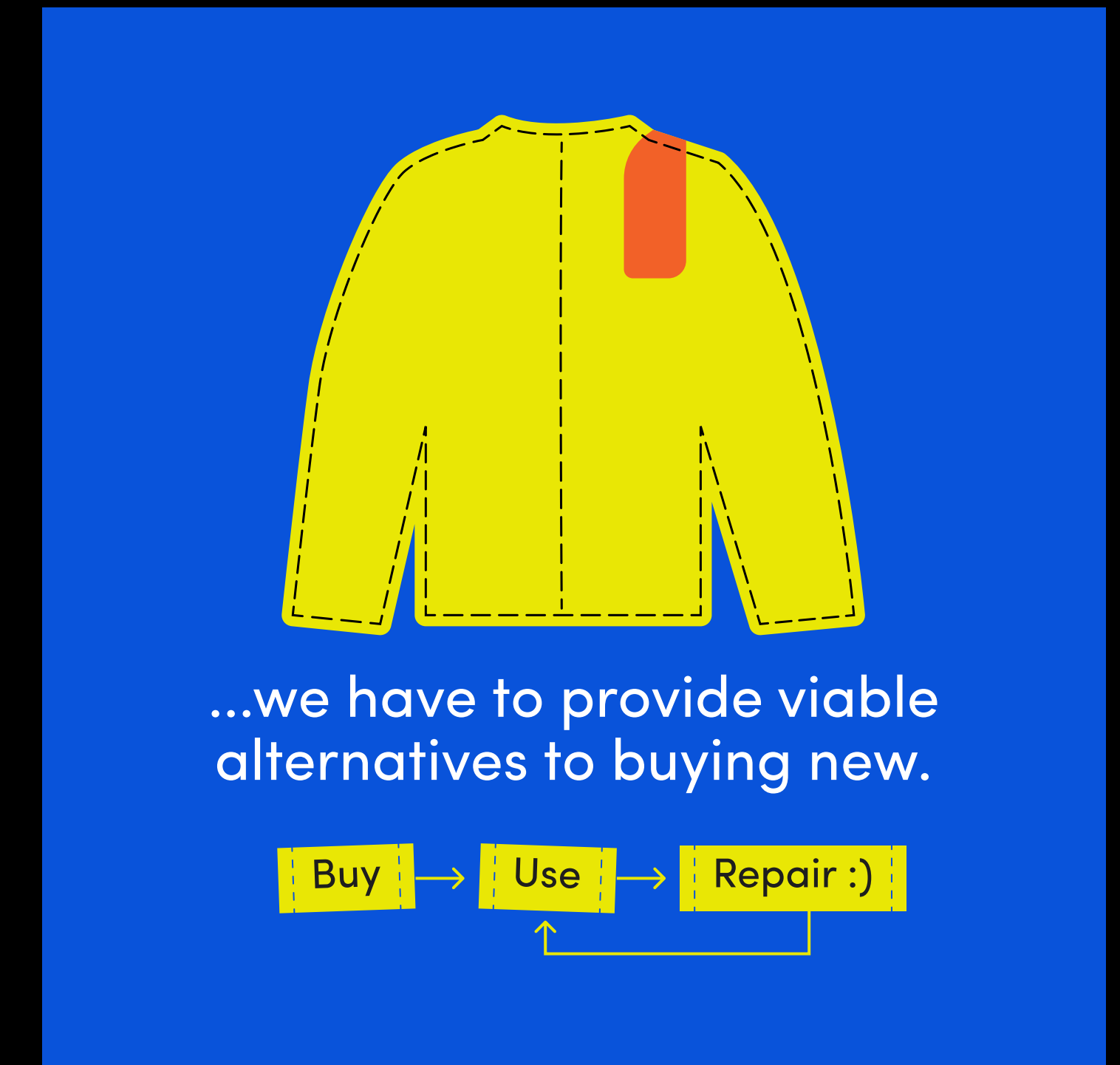
Research and design go hand in hand. Especially when I explored the future of digital identification for the widest target audience I've ever designed for: everyone.

United Repair Centre

2022

storytelling

value proposition design



Together with colleagues I formed the 'Using Our Superpowers for Better' team and initiated our first 1% pledge project for United Repair Centre.

Want to know, see or hear more?
Feel free to reach out.

Thanks!

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