

Julietta Daidone Van Den Berg

UX Designer | Content Creator | Brand Strategist

Professional Experience

Freelance UX & Brand Designer

Organto (I Am Organic) Apr 2022 - Jun 2023 / Netherlands

Redesigned a digital platform to enhance product transparency, helping users track the journey of organic bananas from farm to table. Conducted market research to identify user needs and created stakeholder presentations to guide marketing strategies.

Savid Dominicana Dec 2021 - Present / Dom. Rep.

Increased organic search traffic by 53% through a website redesign, multimedia content creation, and brand storytelling.

Various Clients (Refer to Portfolio) 2021 - Present / Internationally

Designed branding for clients such as Kiki Groot, Azua Fruit, and MoFitness. Collaborated with clients to deliver tailored presentations and cohesive brand identities aligned with business objectives.

Internships

Quan Well-being Jan 2021 - May 2021 / Netherlands

Delivered a redesigned user flow and user experience addressing usability issues, informed by competitor analysis, testing and behavioural design principles.

Volunteer Work

Daidone Foundation, Board Member Apr 2022 - Present / Internationally

Coordinated partnerships with organisations like Rainforest Trust and IFAW, Representing the foundation at events, managing meetings, site visits, and fund allocation to animal conservation and sustainability projects.

Education

MA In UX Design | GPA 8.6

Regent's University London Sep 2023 - Sep 2024 / England

Major project/ Thesis: Redesigned Regent's University mobile app, achieving an 80% task completion rate by improving navigation and integrating adaptive notifications.

BA In Communication & Multimedia Design | GPA 8.5

The Hague University Sep 2018 - Jul 2021 / Netherlands

Internship/ Thesis: Enhanced a well-being app, improving usability with tailored user flows. Improved task completion efficiency by an estimated 25% during user testing insights.

Exchange: University of Seoul, South Korea.

Awards: First Place, **Sogeti Innovation Award, 2021.**

Screen Acting Diploma

DbS Berlin Sep 2017 - Jul 2018 / Germany

Developed skills in storytelling, audience empathy, and visual communication, all of which inform user-centred design practices.

About Me

UX designer specialising in user-centred, accessible digital solutions. Experienced in design thinking, Agile workflows, and data-driven decision-making, I craft intuitive designs that align user needs with business goals. Skilled in educational technology, well-being platforms, and brand identity.

Skills

Core UX Skills

User research, usability testing, wire-framing, prototyping, information architecture, UX writing

Soft Skills

Leadership, collaboration, problem-solving, adaptability, empathy, cross-cultural communication.

Tools

Proficient in **Figma, Adobe XD, Framer**

Experience in **Illustrator, Photoshop, Adobe Premiere, Audition, After Effects**

Frameworks & Methodologies


Agile/Scrum, Design Thinking, Lean UX, Accessibility Standards

Languages

English (Native)
Spanish (Native)
Dutch (Basic Knowledge)

Contact

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Explore case studies demonstrating UX research, prototyping, and design outcomes at [JuliettaDaidone.com](https://www.juliettadaidone.com)