

Amy Muller

Graphic & UX/UI Designer

Location

Amsterdam, NL

Portfolio

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PROFILE

Creative designer with a love for clear visuals, warm branding and digital products that actually make sense to use. I like turning messy ideas into simple, structured designs with personality.

SKILLS

UX/UI Design	Graphic Design
Brand Identity	Visual Design
User Research	Wireframing
Prototyping	User Flows
Social Media	Design Thinking
Content Design	Usability Testing

TOOLS

Figma	Illustrator
Adobe XD	After effects
Wix	Lovable
Stitch	Miro
ChatGPT/Claude	Meta Business
Premiere pro	Photoshop

EDUCATION

Communication and Multimedia Design

Amsterdam University of Applied Sciences

2023 - Present

- Completed a specialization block in Visual Interface Design.
- Completed a minor in Information Design.
- Completed a minor in User Experience Design.

OBJECTIVE

I enjoy moving from rough ideas to concepts, wireframes, prototypes and final designs. My focus is on branding, social media design and UX/UI projects where visuals, animations and interaction work together. I also use AI as a creative tool to explore faster, not to replace my own thinking.

PROFESSIONAL EXPERIENCE

FREELANCE GRAPHIC & UX/UI DESIGNER

2024 - Present

Amy Muller Design, Almere

- Create visual identities, social media content and digital designs for different brands and projects.
- Translate rough ideas into visual concepts, moodboards, layouts and final designs.
- Design with clear communication, brand feeling and user-friendly layouts in mind.

SOCIAL MEDIA & DESIGN

2024 - Present

Nederlof Centrum, Almere

- Manage and create content for Instagram, Facebook, LinkedIn and Pinterest.
- Design flyers, visuals and promotional content for courses and training programmes.
- Make course information feel more clear, warm and easy to understand.

DESIGN & SALES SUPPORT

2025 - Present

J-Club International

- Support the design and sales department with presentations, labels, folders and LinkedIn content.
- Create visual material for private label, product presentations and brand communication.
- Work with brandrules and identity, deadlines and a commercial design environment.

SELECTED PROJECT

UX/UI DESIGNER

2026

Vinkie - HospitalityManagement System

- Designed a digital system for hospitality managers and staff to replace paper based task lists.
- Created modules for daily, weekly and monthly tasks, cleaners, stock, training and team availability.
- Helped the workplace pass the NVWA inspection after two failed inspections.
- Gave managers insight into 88 daily tasks and over 50 weekly and monthly tasks.

DESIGN STYLE

Clear, warm and a little playful. I like designs that feel personal, but still professional. First I try to understand the problem, then I make something that fits the user, the brand and the goal.