

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.