

Helena Vereycken

Freelance Designer

° 23 June 1995, based in Antwerp
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EDUCATION

Scaling Design Systems Course
February 2023 - April 2023
Dribbble

Product Design Course
October 2022 - February 2023
Dribbble

MA Graphic Design
2016 - 2017
LUCA School of Arts

BA Graphic & Information Design
2013 - 2016
LUCA School of Arts

BA Graphic Design
winter 2015, Erasmus exchange
Ravensbourne London

KNOWLEDGE & SKILLS

Figma
Adobe
Photography
Art direction
Brand design
Prototyping
User Research
UI/UX Design

LANGUAGES

Dutch • Native
English • Full professional proficiency
French • Professional proficiency
Spanish • Professional proficiency
German • Basic

EXPERIENCE

Freelance Designer • M Leuven
November 2019 - Present

I owned and developed the museum's new visual identity across various surfaces, including signage, printed materials, and online visuals.

Freelance Designer • De Morgen
November 2019 - Present

I collaborated with editors, the graphics team, and the art director on the newspaper design.

Freelance Designer • Marie Claire
June 2019 - November 2020

Collaborated with the art director on both the Dutch and French issues each month, handling general layout and occasional photography.