Adele van der Nest.

Brand, UX & UI designer

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Hank, the Netherlands

Fifteen years of design, from print and magazines to medico-legal platforms and internal tools. I design the systems people are obliged to use, and write the HTML and CSS that ships them. Looking for a permanent role.

Experience

Aug 2025 — now
Applicatiespecialist — UX, UI & front-end NDA
GGN · Rotterdam, NL
Product design for internal applications. Built the Bootstrap + Material 3 style guide in HTML and CSS the applications now run on; front-end in Jinja2 and PHP; prototyping and accessibility.

2021 — 2025
UX, UI & brand designer
MedBrief Services Ltd · United Kingdom
A full rebrand from logo to product: identity, tone of voice, a new product UI, a Material 3 style guide in HTML and CSS, and the WordPress website with GSAP.

2020 — 2021
Graphic, UX & UI designer NDA
Basis Point Design · Remote
Identities, presentations and websites for crypto and financial organisations.

2019 — 2020
SME Development representative
Clickatell · Western Cape, ZA
Onboarding, application processes and reporting in a fast-paced tech company.

2014 — 2019
UX, UI & graphic designer
Zing Ltd · Stellenbosch, ZA
Responsive websites, editorial layout and brand collateral for a small studio.

2011 — 2014
Graphic designer
SA Franchise Warehouse · Impak Onderwysdiens
Print campaigns, a lifestyle magazine and high-volume school-book layout.

2005 — 2011
Before design
Restaurant and spa management · Gauteng, ZA
Service design before I knew the word: a welcome is a layout, and a complaint is a usability report.

What I do

Brand & identity
Strategy, identity systems, voice, guidelines

UX & UI design
Flows, prototypes, design systems, WCAG

Front-end
HTML, CSS, JavaScript

Web design & build
WordPress, Elementor, GSAP

Motion & video
Premiere Pro, web animation

AI-assisted design
Custom workflows, agents, rapid prototyping

Tools

Not limited to

Photoshop, Illustrator, InDesign, Premiere Pro, WordPress, Jira, Confluence

Languages

Afrikaans
Mother tongue

English
Bilingual

Nederlands
B1, lessons ongoing