

Floortje Warmerdam

Digital Designer · Hillegom, Netherlands

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EXPERIENCE

Warmerdam Design
Freelance Digital Designer
Mar 2026 – Present

Design partner for Shopify brands. For **Royal Delft**, owned the e-commerce design and visual language of the **B2C and B2B storefronts on Shopify Plus**, working closely with developers through launch. For **Riverdale**, designed a new homepage and product page and **7 Klaviyo lifecycle flows**, from welcome to post-purchase.

Endeavour
Visual Designer (Part-time)
Sep 2024 – Mar 2026

Designed **10+ conversion-driven Shopify storefronts** for brands like IMAGE Skincare, Coossii and Sensista, plus brand assets and campaign material. Built a **sustainable design system in Figma** as the starting base for every new store, led **creative inspiration sessions** and set up **AI workflows with Claude** to generate reusable templates.

Surf&Turf
E-commerce Designer (Part-time)
Jun 2023 – Aug 2024

Designed **8 custom Shopify flagship stores** for brands like Alpinestars, Intersport, Oil & Vinegar and By-Sidde. Worked with **CRO specialists** to improve conversion and delivered **development-ready Figma files**.

E-commerce Designer (Intern)
Oct 2022 – Mar 2023

Joined a small studio where design and development work side by side. Learned **UX and UI principles in Figma** by building design systems, and what it takes to design a store that converts.

EDUCATION

The Hague University of Applied Sciences
Sep 2025 – Jul 2027

Associate Degree, Online Marketing
Strategy to execution: web analytics, CRO, SEO, content marketing and customer journeys.

Reducations
Oct 2024 – Jan 2025

Graphic Design & Art Direction
Turning brand strategy into visual concepts in InDesign, Illustrator and Photoshop.

UX Design Institute
Oct 2023 – Mar 2024

Professional Certificate in UI Design
University credit-rated. Portfolio project: a banking app designed in Figma, with expert feedback.

Nova College
Sep 2021 – Jul 2023

MBO 4, Media Design (Mediavormgeving)
Completed the 3-year program in 2 years. Foundation in design, web and visual production.

PROJECTS

Vinoo
Own product · iOS app
Sep 2026 – Present

Designing and building a wine cellar app end to end: UX, wireflows and UI in Figma, with an MVP **prototyped in code with Claude Code**. Currently in design and development.

Floreau
Self-initiated brand
Sep 2026

Brand strategy and **visual identity** for a Dutch fresh-flower concept brand: positioning, brandbook, typography and colour system.

SKILLS

Design
UI design, UX design, Interaction design, Design systems, Prototyping, E-commerce & CRO, Email design, Art direction, Graphic design

Tools
Figma, Shopify Plus, Claude Code, Adobe CC (InDesign, Illustrator, Photoshop)

Languages
Dutch (native) and English (professional working proficiency)