

Ananda van der Meulen

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About me

I am a Communication & Multimedia Design student at the Amsterdam University of Applied Sciences, with a focus on UX design and research. I enjoy working on complex systems and understanding how people use them in practice. I am currently doing my thesis at ChiSoft and working part-time as a designer at 2 Escape Agency.



Dutch: Native
English: Advanced

Experience **UX researcher/designer · ChipSoft · Fulltime Internship (thesis)** **feb 2026 - Present**

- Conducted UX research within an EHR to understand nurse workflows and needs
- Translated research insights into UX design concepts and interface improvements
- Designed within existing clinical workflows and system constraints
- Contributed to accessible and responsive solutions

Designer · 2 Escape Agency · Parttime **jun 2024 - Present**

- Supporting client projects with digital and visual design
- Designing websites, brand assets and campaign visuals
- Translating ideas into concrete and usable design solutions
- Communicating design choices clearly with clients and team members

Owner · Aqua Optimizer **feb 2020 - Present**

- Responsible for sales, administration and overall business management
- Managing projects and processes independently from start to finish
- Gained experience in entrepreneurship, customer communication and ownership

UX designer · Hike One · Fulltime Internship **sep 2025 - jan 2026**

- Working on a complex, data-heavy system used by multiple professional stakeholders
- Analysing user workflows and identifying where users run into problems
- Translating research insights into clear and well-considered design decisions
- Collaborating with designers and developers within a multidisciplinary team

Hostess · Six Stars Agency · Parttime **nov 2023 - sep 2025**

- Providing hospitality during events and dinners
- Ensuring guests felt welcome and events ran smoothly and professionally

UX/UI-designer · Minty Media · Fulltime Internship **feb 2024- maart 2024**

- Worked on web design and basic web development tasks
- Designed and built digital interfaces
- Gained hands-on experience in turning concepts into working designs

Project Lead Creative Communication & Events ·

jul 2015- nov 2023

HeartConnection Nederland · Parttime

- Creating visual designs and promotional videos for HeartConnection Nederland.
 - Contributed to organising the annual training trips, responsible for managing, including locations, activities and administration.
 - Children's program coordinator, I designed and guided the summer programs.
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Education

Bachelor Communication & Multimedia Design

sep 2022 - Present

Amsterdam University of Applied Sciences

- Minor User Experience Design
 - Minor Marketing NIMA-A
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Extracurricular activities

Board Member · A.A.S.R. Skøll

sep 2024 - aug 2025

- Responsible for facilities management, bar operations and procurement
- Organised social activities for over 1,300 members
- Ensured smooth daily operations together with the board
- Gained experience in responsibility, planning and coordination within a large organisation

Vice Chair Skøll Cup · A.A.S.R. Skøll

sep 2023 - sep 2024

- Responsible for the financing of the Amstel Skøll Cup 2024
- Worked on sponsor acquisition and budget management
- Collaborated with external partners and internal teams

External Relations · A.A.S.R. Skøll

sep 2022 - sep 2023

- Managed sponsor relationships
- Worked on acquisition and contract negotiations with partners and brands
- Communicated with external stakeholders on a regular basis