

# Abigaél Straver

UI / UX & Digital Designer



## Introduction

Hi, my name is Abby. I am a Digital Designer with a passion for digital products. I love to work on multiple projects at a time to gain knowledge and inspiration from different sources and combine it to come to the best possible results. With a history in marketing and content; Founding my own Collective of Creative Freelancers, and a few years of Agency & Tech Startup experience, I can quickly find my way around- and fit in with a new team.

## Tools & Skills

Figma - Sketch - Adobe XD  
Adobe Photoshop - Wordpress  
Adobe Experience Manager  
Adobe Illustrator - SEO writing  
Concepting & Content Creation  
Fast Learner - Solution oriented  
Loyal - Open Communicator  
Great at Fortnite

## Interests

Tech - Fashion - Mental & Physical  
Health - Gaming - Reading

## Contact

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**Building strong brands and immersive digital experiences since 2016. Together with my Creative Collective and solo.**

## Work Experience

- **Founder & Creative**  
05/2018 - now | A-Town Agency  
Collective of Creative Freelancers taking on all sorts of digital design and branding projects  
[www.atownagency.nl](http://www.atownagency.nl)
- **Digital Designer**  
01/2023 - now | OpenUp  
Making mental health accessible to all  
[www.openup.com](http://www.openup.com)
- **UI / UX & Digital Designer**  
10/2021 - 12/2022 | Wayne Parker Kent  
Platform design for Samsung, ALDI, KNRM and more  
[www.wayneparkerkent.com](http://www.wayneparkerkent.com)
- **Freelance UI / UX & Digital Designer**  
09/2020 - 10/2021 | Wayne Parker Kent  
Larger projects for Henkel, Samsung, Mollie and more  
[www.wayneparkerkent.com](http://www.wayneparkerkent.com)
- **Global Manager Marketing & Communications**  
07/2019 - 01/2022 | BLU Hospitality Group  
BLU Rotterdam, BLU Bruxelles en BLU Dubai  
[www.clubblu.eu](http://www.clubblu.eu)
- **Allround Designer & Implementation Assistant**  
02/2020 - 07/2020 | The Close App  
[www.business.thecloseapp.com](http://www.business.thecloseapp.com)
- **Freelance Brand Builder**  
06/2019 - 04/2020 | The Poké Maniacs  
[www.thepokemaniacs.nl](http://www.thepokemaniacs.nl)
- **Master of Media (Board member study association)**  
01/2018 - 01/2019 | IAM Core Studysociety  
Responsible for all online communication and organizing and executing events  
[www.iamcore.nl](http://www.iamcore.nl)
- **Head of Marketing, PR & Content**  
10/2016 - 07/2019 | ABE Club & Lounge  
Club ABE became Blue Ivy Nightclub in 2019  
Blue Ivy closed her doors in 2020 after a license conflict
- **Allround Marketing & Communication Assistant**  
05/2013 - 01/2016 | Pink Monkey Media  
[www.pinkmonkeymedia.nl](http://www.pinkmonkeymedia.nl)
- **SEO Blogger Fashion, Travel & Lifestyle**  
05/2013 - 01/2016 | Diva Lifestyle / Paris Diva  
[www.divalifestyle.com](http://www.divalifestyle.com)

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## Background

I began my journey in the nightlife industry in 2016, starting as a shakergirl and quickly moving into roles in marketing, PR, and content management. After about five years of experience in event management, concepting, and marketing for nightclubs all around the world, I transitioned into the advertising industry. Working with creative agencies in Amsterdam and helping brands in need, while also growing my own company, **A-Town Agency**, a collective of creative freelancers specializing in digital design and web development. My personal power lies in recognizing the potential and passion in people and bringing together diverse skill sets to deliver exceptional results on all types of creative projects. I'm passionate about collaborating with others and am always inspired by the unique perspectives and talents of my team members. And of course, I do have a set of creative skills of my own...

As an entrepreneur and creative professional, I strive to use my skills and experience to contribute to a better world. I find the most fulfillment in creating digital solutions that not only serve a practical purpose, but also have a positive impact on society and the environment.

## Education

- ✓ **BSc Communication & Multimedia Design**  
2016 - 2021 | Cum Laude (9) | Amsterdam University
- ✓ **Event Management | (VET Level 4)**  
2015 - 2016 | MBO College Hilversum
- ✓ **Marketing, Sales & Communication | (VET Level 4)**  
2013 - 2016 | MBO College Hilversum

## Achievements & Awards

- **Best Creative Agency 2022/23, The Netherlands**  
With A-Town Agency | 2022  
By Corporate Livewire  
[www.corporatelivewire.com](http://www.corporatelivewire.com)
- **Best Graphic Design & Web Agency, North-Holland**  
Met A-Town Agency | 2022  
Door Benelux Enterprise Awards  
[www.eubusinessnews.com/winners/a-town-agency](http://www.eubusinessnews.com/winners/a-town-agency)
- **T500 @ The Next Web 2023**  
Part of the first 100 in the Top 500 Digital Minds under the age of 30 in The Netherlands, by The Next Web  
[www.thenextweb.com/conference/t500](http://www.thenextweb.com/conference/t500)
- **T500 @ The Next Web 2022**  
Part of the Top 500 Digital Minds under the age of 26 in The Netherlands, by The Next Web  
[www.thenextweb.com/conference/t500](http://www.thenextweb.com/conference/t500)
- **T500 @ The Next Web 2020**  
Within the best 25 out of the Top 500 Digital Minds under the age of 26 in The Netherlands, by The Next Web  
[www.thenextweb.com/conference/t500](http://www.thenextweb.com/conference/t500)
- **T500 @ The Next Web 2019**  
Part of the Top 500 Digital Minds under the age of 26 in The Netherlands, by The Next Web  
[www.thenextweb.com/conference/t500](http://www.thenextweb.com/conference/t500)

## Favorite projects

- **Team Clean Routine App**  
2020 - 2021 | Researched, designed and prototyped a gamified cleaning schedule planner app for Henkel KGaA.  
[View project](#)
- **Contentplatform Altijd ALDI**  
2021 - 2022 | Design and deployment of content platform Altijd ALDI for ALDI Netherlands. Creating and presenting business cases on how to improve the framework and teaching the team how to work within the CMS.  
[View publication on MarketingTribune](#)
- **Contentplatform Samsung & You**  
2020 - 2021 | UX/UI design and deployment of content platform Samsung & You. And creating templates for a range of different content pieces for content managers to work with after the launch.  
[Visit the live content platform](#)