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# Abigaél Chayenne Straver

I am a versatile digital designer skilled in creating easy-to-use component libraries, developing brand identities, and translating brand identities into impactful campaigns and user interfaces. I enjoy managing multiple projects at a time, leveraging diverse sources of inspiration to deliver the best possible results. With a background in marketing, content, and webdesign, and starting a Freelancers Collective, I thrive in collaborative environments. I'm always seeking opportunities to learn and grow, and aim to contribute meaningfully, make meaningful connections, and impact with my work.

Abigaél Straver  
Weesperzijde, Amsterdam

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Digital Designer

[abigaelstraver.com](http://abigaelstraver.com)  
[atownagency.nl](http://atownagency.nl)

## Experience

Founder & Creative Freelancer  
@ A-Town Agency  
05/2018 - now

Senior Digital Designer  
@ OpenUp B.V.  
01/2023 - now

UI / UX & Digital Designer  
@ Wayne Parker Kent / Mediahuis  
09/2020 - 12/2022

Global Head of Social Media  
@ BLU Hospitality Group  
07/2019 - 01/2022

Head of Marketing & PR  
@ ABE Club & Lounge  
10/2016 - 07/2019

## Education

BASc Communication & Multimedia Design  
@ Amsterdam University / Cum Laude (9)  
2016 — 2021

Event Management  
@ ROCvA MBO College Hilversum / VET lvl 4  
2015 — 2016

Marketing, Sales & Communication  
@ ROCvA MBO College Hilversum / VET lvl 4  
2013 — 2016

## Recognitions

Most Innovative Creative Freelancer Network '23  
By Innovation in Business | Media Innovator Awards  
[With A-Town Agency]

Nomination: Best Content Platform '22  
Platform: Altijd ALDI for ALDI Netherlands  
By Grand Prix Content Marketing Awards  
[With Wayne Parker Kent]

TNW T500 @ The Next Web 2019 — 2024  
By The Next Web / TNW  
[Top 500 digital minds in NL under 30 y/o]

## Skills

Figma • Adobe Creative Cloud • Canva (I know...)  
Keynote • Wordpress • Basic HTML & CSS

Solution-oriented, fast learner, not afraid to speak up and ask questions.

- Great at DIY Arts & Crafts projects
- Good at healthy cooking and fitness
- Medium gamer
- Mixed (relationship) with alcohol
- Bad with cats (100% allergic / dogperson)

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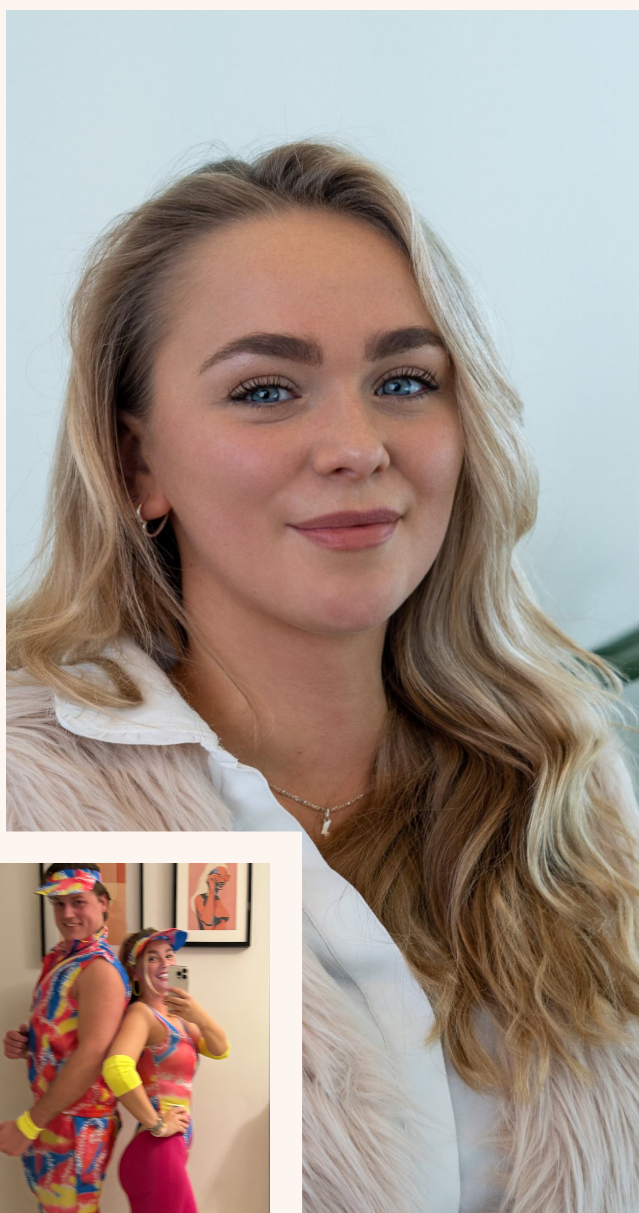
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## Favourite Projects

Contentplatform Samsung & YOU  
Wayne Parker Kent / Samsung Nederland  
2020 — 2022

UI / UX design and deployment, templating of different post- and page types and training content managers to work with them.

Rebranding The Content Department  
The Content Department  
2023 — 2024

'Make it look Miami Vice but not too TikTok-Agency, we're the cool nerds in between tech and marketing' said the brief.

Ask Team Clean Routine App  
Wayne Parker Kent / Henkel KGaA  
2020

Researched, designed and prototyped a gamified cleaning schedule planner app for Henkel during college.

Besides having a thing for visual identities, (re)designing anything meaningful, cool, or both, and creating and puzzling with component libraries, I have some other qualities you might want to know about. Like I'm 75% millennial and 25% Gen-Z, and I have ADHD but know how to make it as unannoying as possible (for you). I'm pretty decent at Fortnite and have a separate phone just for playing (thanks to the ongoing Epic vs. Apple saga). I enjoy a good drink or seven, though as I'm approaching 30 faster than I'd like, I've learned to plan my hangovers a bit more carefully. You can wake me up at any time for most Ryan Gosling movies. And I found my soulmate in middle school, though we've only been together for 4 years now. (It's not Ryan Gosling).