

© Resume 2024

Abigaél Chayenne Straver

Zillennial Designer particularly skilled in creating easy-to-use component libraries, developing brand identities, and translating brand identities into impactful campaigns and products. I enjoy managing multiple projects at a time, leveraging diverse sources of inspiration to deliver the best possible results. With a background in events, marketing, content, 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 make impact with my work.

Abigaél Straver
Weesperzijde, Amsterdam

abbystraver@hotmail.com
+316 131 904 86

Digital Designer

abigaelstraver.com
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)

© Resume 2024

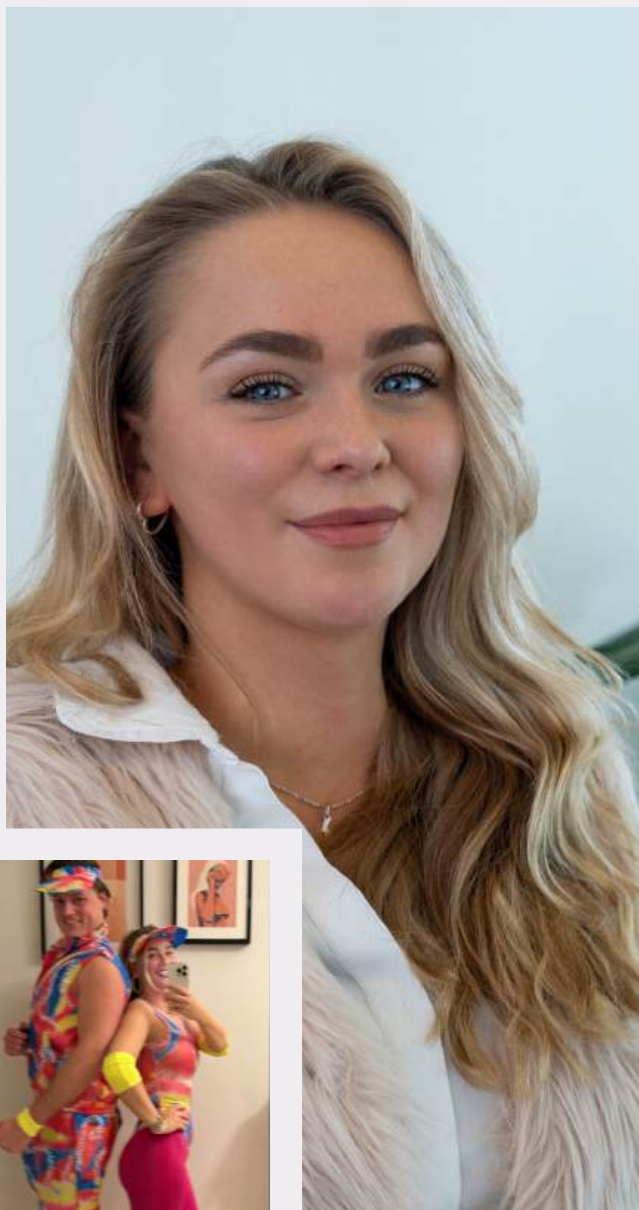
Abigaél Straver
Weesperzijde, Amsterdam

Digital Designer

abbystraver@hotmail.com
+316 131 904 86

abigaelstraver.com
atownagency.nl

Abigaél Chayenne Straver



Favourite Projects

Fall Collection Defqon.1 Merchandise
ID&T > Q-Dance > Defqon.1
2024

Essential fashion item designs for the Defqon.1 Merchandise Fall Collection.

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, artworks, (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 the fact that I am 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. You can find me in the gym 4-6 times a week, but I also still like to go out have a few too many drinks from time to time. 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).