

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

## Experience

Founder & Creative Freelancer  
@ A-Town Agency (side hustle)  
05/2018 - now

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

UI / UX & Graphic 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 & Interests

Figma • Adobe Illustrator • Adobe Photoshop  
Adobe XD • Premiere Pro • Canva (I know...)  
Keynote / Google Presentations • Wordpress  
Elementor • Basic HTML & CSS

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

- Healthfreak
- Gymrat
- Arts & Crafts Lover
- Fashion & Accessoires Fan
- Dogperson

© Resume 2024

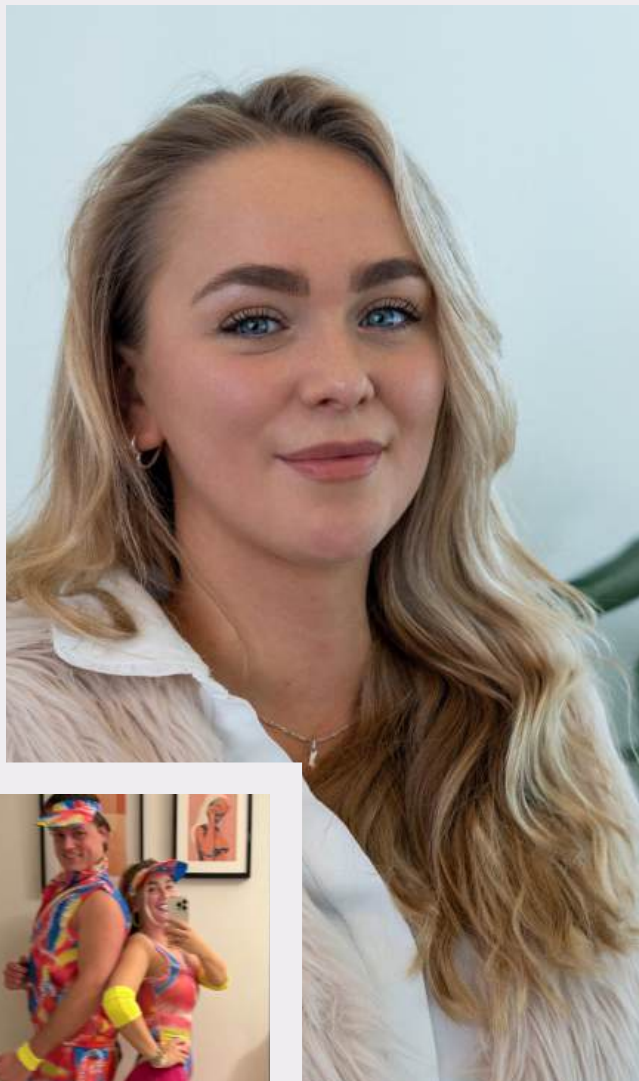
# Abigaél Chayenne Straver

Abigaél Straver  
Weesperzijde, Amsterdam

abbystraver@hotmail.com  
+316 131 904 86

Digital Designer

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



## 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.

## References

Isabelle Seelen  
Head of Projects @ Wayne Parker Kent  
+316 16 40 02 11

Charlotte van Dijk  
Founder @ The Content Department  
vandijk.ca@gmail.com

Nicolas Maréchal  
Head of Content @ OpenUp B.V.  
+316 34 57 76 04

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 fixing (and pimping) clothes. 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).