



Roberto Dekker

Product Designer

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Work Experience

Digital Product Designer

Stuvia · 2024 - Now

I design and improve product features across the platform, with a focus on conversion and user-facing interfaces. I built the design system from the ground up to improve how design and engineering collaborate and to keep the product consistent at scale. Most of my work sits at the intersection of business goals and user clarity.

Full Stack Designer

Mayelow · 2023 - Now

Through Mayelow I help companies improve their digital products through design. I build websites in Webflow, create design systems, and work across clients ranging from SaaS startups to hospitality brands. The focus is always the same: translate a business goal into something simple that performs.

Digital Designer & Front-end Developer

Afix · 2023 - 2024

At Afix I designed and built websites in Webflow and WordPress, taking projects from first concept to final launch. I worked closely with clients to make sure each site was easy to manage, easy to use, and aligned with what they were trying to achieve.

Co-Founder / Product Designer

Yasurf · 2021 - 2024

At Yasurf I co-founded a small digital agency with a software engineer. I led design across client work and our own products, from branding and structure through to high-fidelity interfaces. It was where I learned to work across the full scope of a product, from first idea to working launch.

Web designer / Front-end Developer (Internship)

Cees & Co · 2019

Webdesigner (Internship)

Groeier · 2018 - 2019

Education / Certifications

UX/UI Design

Designership · 2024

Javascript

Scrimba · 2022

App design (HBO)

Leidse Onderwijs Instelling · 2022

Foundation of User Experience Design

Coursera / Google · 2021

Graphic Design (MBO)

Mediacollege Amsterdam · 2021

Skills

Design: Product Design · UI Design · UX Design · Visual Design · Design Systems · Interaction Design · Microinteractions · Prototyping · Wireframes · Typography

Research: User Research · User Interviews · Usability Testing · A/B Testing · Conversion Optimization · Analytics · Journey Mapping

Product: Product Strategy · Roadmapping · Cross-functional Collaboration · Design Sprints

AI: Prompt Engineering · AI-assisted Design · LLM Workflows

Code: HTML/CSS · JavaScript · TypeScript · React · Next.js · Tailwind CSS · Git

Tools: Figma · Sketch · Webflow · Framer · Notion · Linear · PostHog · Vercel · GitHub · VS Code