

JORDIN VAN DEYL, MSc.

Curriculum Vitae



ABOUT ME.

WHAT DRIVES PEOPLE?

How does the human mind work? To uncover its mysteries I try to approach human behavior and neuropsychology from different angles and see how I can apply the takeaways in business. That is why, after my Master in Work- and Organizational psychology, I studied different disciplines such as UX design, (neuro-)marketing, behavioral economics, gamification and more. I combine my background in research and psychology, with practical experience, to define and design solutions that make an impact. Take a look at my [portfolio!](#)



EXPERIENCE.

LEARNING BY DOING.

Freelance UX Consultant | Marketeer - Studio Hotpot

2018 - present

I combine websites, ads and other on- and offline branding into an overall strategy that empowers. We connect companies with customers through a varied mix of behavioral and neuropsychological disciplines and practical experience. *Independent, creative, innovative and user-focused.*

2018 - 2019

Assistent Store Manager - Lidl

Responsible for managing employees and keeping track of administration. Additional courses in first-aid, leadership and handling aggression.

2014 - 2017

Freelance Gamification Consultant - Next Level Gamification

Build websites for, among others, the ministry of OCW. Consulted Tesla and Relevant Holdings. Held presentations for different organizations such as Tribes. Experience with starting, bringing together and motivating teams to work on start-ups.

2014 - 2017

Sales Advisor - iCentre/Amac

I took on Floor Manager tasks, gave workshops, advised/sold customers products based on Apple's ACE method. Gave technical support. *Active listening and problem-solving.*

2015

Company Director - Drukkerij de Lithograaf

For a year I was the replacing company director because of illness. I was the first point of contact and responsible for employees, customer relations, marketing and growing revenue. *Sharing a vision, leading by example and coaching. Learning quickly and adapting.*

2005 - 2015

Other

Owner Step Up Promotions & Modelling (2009-2013). I directed teams in promotions and hospitality. Administration, recruitment, managing, acquisition, etc. • Senior Project-lead at NLworkXX • (S)HRM Master-internship

For more, please visit my site at www.jordinvandeyl.nl



EDUCATION.

I ENJOY LEARNING NEW THINGS.

BACHELOR & MASTER IN WORK- AND ORGANIZATIONAL PSYCHOLOGY.

I began my Bachelor in Psychology at the University of Utrecht, but finished at Kyoto University in Japan. The experiences I gained overseas broadened my worldview and inspire me daily in my work and private life. I returned to the University of Utrecht to get my Masters degree. My Master was split between 'Strategic Human Resource Management', 'Organizational Development' and 'Work psychology'. I got a firm grasp in doing objective research, coaching, consulting, mediating and providing leadership.

FURTHER COURSES.

INTERNATIONAL DESIGN FOUNDATION

Design Thinking: The Beginner's Guide • Psychology of E-Commerce • Web Design for Usability • Become a UX Designer from Scratch.

COURSERA

Food & Beverage Management, Università Bocconi • An Introduction to Operations Management, University of Pennsylvania • International Organisations Management, Université de Genève • Gamification, University of Pennsylvania • New Venture Finance, University of Maryland.

OTHER

Google Adwords Certified Individual. Self-study: Gamification, Neuromarketing, UX/UI design, Neuro- and e-marketing, customer experience, branding, copywriting, Adwords/SEO and analytics, Lean, Public speaking and CRM.

SPECIAL.

OR JUST FUN TO KNOW.

I challenge myself to 'talk like TED' • During my years at university I've followed classes in acting (basic and intermediate), photography and dancing • During the first year at University I participated in the Honours course • I've been inspired by, among others; Richard Branson, Tony Robbins, Tim Ferriss, Ricardo Semler, Derren Brown and Elon Musk.

OTHER SKILLS.

Sketch • Figma • Adobe Photoshop and Indesign • Different questionnaire programs • Setting up automated newsletters • Setting up online e-learning courses • Building websites • Creating, implanting and improving online marketing and analytics • iWorks • I have a driver's licence too! • Dutch is my native language, but I'm near-native in English and speak basic Japanese

PUBLICATIONS.

- Different articles on [Medium](#) and [Linked-in](#).
- Random blog articles about Gamification and UX.
- Master Thesis: Aiming for the right job.
- Book (fiction): Elementum Chronicles – Fifth Element.

HOBBIES.

Asian cooking • Sports and gaming • Spending time with my girlfriend

CONTACT:

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