

# JOYCEROCO

Human-loving Technista



Inspired by innovation,  
driven by digital solutions and  
the people who use them.



## Contact

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## Languages

Dutch   
English 

## Skills

End-to-End Product Development

Analytical Thinking

Strategic Thinking

Product Management

Design Thinking

Cross-functional Leadership

Roadmap Development

Scrum / Agile

Stakeholder Management

Wireframing

UI / UX Design

Usability Testing

Design Systems

A/B Testing

Front-end Development

UX Research

Coaching & Mentoring

Having Fun!

## Experience

### Product Lead (UX)

FruitPunch AI

EdTech impact Start-up

Jul 2023 - Jul 2024

Unfortunately I've been laid off due to organizational changes.

### Coach Innovation & Design

AUAS

Education Design

Jan 2022 - Jul 2023

### Lead Product Designer

New10 initiated by ABN AMRO

FinTech - Business loans & credits

Oct 2020 - Dec 2022

### Lead Product Design, Growth

Knab

FinTech - Online banking

Feb 2020 - Laid off as part of a company-wide downsizing due to COVID-19

### Lead Product Design, Growth

Whello

Digital Agency - Ecommerce

Mar 2018 - Feb 2020

### Sr. Digital Designer (UX)

TBWA \ Neboko

World leading Advertising Agency

Feb 2016 - Mar 2018

### UX / Product Designer

Otravo

First Online Travel platform Benelux

Jun 2011 - Feb 2016

## Education

### Bachelor of Arts

Amsterdam University of Applied Sciences (AUAS)

Major in Media & Communications, Minor in Visual Culture

Graduation: May, 2011

Honors: cum laude

## Tools



Figma



Jira



Analytics



Hotjar



HTML



CSS



Adobe



Confluence



Miro

Learn. Try again. Fail. Learn. Try again.