

Jeremy Hansma

Product/Project Manager · UI/UX Designer

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Experience

VR Owl — Product Manager 📅 Nov 2024 - present

UX strategy Interaction design Testing & iteration Scalable systems VR scenarios

- Own the product roadmap for VR training modules, align safety standards, and development capacity
- Standardize reusable building blocks to improve consistency across projects
- Drive QA and playtesting, logging issues, verifying fixes, and improving usability across iterations
- Coordinate between design, development, and stakeholders to ensure timely delivery of VR modules

VR Expert — Graphic/UI Designer (part-time) 📅 May 2024 - Nov 2024

UI design E-commerce Branding Print design Visual identity

- Designed e-commerce webpage layouts for the VR Education Kits within the online store
- Designed print-ready graphics for branding applied directly to VR headsets
- Developed the logo and visual identity for the newly launched VR Education section

VR Owl — Concept/UX Designer 📅 Feb 2023 - Nov 2024

Interaction design User flows Storyboarding

- Translated client briefings into VR training concepts and presentation decks used in sales pitches
- Developed visual directions and experience concepts tailored to different clients and sectors
- Designed UI and visual elements for sold projects, supporting production of VR training experiences

Pronk Juweel — Graphic Designer 📅 May 2021 - Jan 2023

Visual design Product photography Internal tools Customer support

- Designed the interface for a new internal website used to track and manage orders
- Created product photography and visual assets in Photoshop for gift packages
- Handled customer support, assisting with order questions and issue resolution

Education

Hogeschool van Amsterdam — Communication & Multimedia Design 🎓 2024

- Bachelor's degree focused on UI/UX design, interaction design, and digital products
- Graduation project focused on designing standardized, reusable modules for VR training

Skills & Tools

Languages

Dutch · Native

English · C2

Spanish · B1

Skills

Product Management Interaction Design Visual Design UX Strategy Prototyping

QA & Testing Stakeholder Communication

Tools & Technologies

Figma Adobe Creative Suite Excel HTML5 CSS WordPress