



# NIKKO NISHIKAWA

• nikko.nishikawa@gmail.com • +31648766355 • Rotterdam, Netherlands • [Linkedin](#)

*\*Arbeid vrij toegestaan/Work freely permitted*

## Profile

Digital designer with a background spanning UX research, visual/graphic design, and digital marketing. I've taken projects through the full design process — research, prototyping, and final UI — for clients ranging from e-commerce startups to cultural events, and I'm now focused on bringing that end-to-end thinking to junior digital design and UX roles.

## Skills

**UX / Design:** User Research · Usability Testing · Wireframing & Prototyping · Figma · Adobe XD · Miro/FigJam

**Visual / Marketing:** Branding · Adobe (Photoshop, InDesign, Premiere Pro) · Web Design (Shopify, WordPress) · Digital Marketing & Paid Ads (Google Ads, Meta)

## Work Experience

### Junior Digital Designer — marlies|dekkers, Rotterdam

April 2025 - April 2026

- Designed visuals across web, social, email, B2B, print, and in-store for seasonal launches and promotions, using Photoshop, InDesign, and Premiere Pro
- Ran A/B tests on campaign visuals with the marketing team; certain design variants measurably lifted engagement and click-through rate
- Contributed to the Shopify website migration, applying web design decisions to improve user experience during the transition

### Co-Founder & Creative — GUMMI, Rotterdam

August 2023 - Present

- Co-founded an event hosting collective delivering seven cultural events and hosting a stage at Network Festival, overseeing 2D/3D visual direction from concept through execution
- Designed posters, digital content, and live visuals that grew event visibility across social channels
- Built and ran content and campaign strategy alongside partners, using performance data to shape creative decisions

### UX Designer & Digital Marketing Freelancer — Jim&Angel, Rotterdam

January 2023 - April 2023

- Led end-to-end UX design for an artist duo's transition from in-person sales to e-commerce
- Conducted user and market research, built prototypes in Figma, and developed the final site in WordPress
- Provided creative and digital marketing consultancy alongside the design work to support the business's online launch

### Digital Marketing & Design Internship — THE One, Dubai (Remote)

May 2021 - August 2021

- Managed digital advertising across Google Ads, Facebook, and Instagram for an international audience, using analytics to refine campaigns
- Audited the brand's online presence to identify growth opportunities, then produced content and copy to act on them
- Advised on marketing strategy and creative direction to keep campaigns aligned with brand identity

## Education

### MSc New Media Design — Tilburg University

September 2023 - March 2025

- Focused on UX design, creativity, and emerging tech (VR/AR, interactive storytelling) through a cognitive and psychological lens on digital media use
- **Thesis:** designed a participatory research method using physical cutouts of urban and ecological elements to map how people design shared human/non-human spaces
- Ran rapid prototyping projects in a hands-on Media Design Lab



## **Game Design and Development** — Utrecht University (Summer Course)

August 2022

- Built a working game prototype using user-centered design, paper prototyping, and iterative testing
- Ran informal usability sessions, observing players without instruction to gauge how intuitive and accessible the game was
- Studied interactive storytelling, player motivation, and design patterns while applying Unity fundamentals

## **BSc International Bachelor Communication and Media** — Erasmus University Rotterdam

September 2019 - October 2022

- Studied media and communication through sociological, cultural, political, and economic lenses, focused on New Media Technologies and Communication & Business
- **Thesis:** examined how greenwashing on Instagram influences consumer purchase intention
- **Minor in Entrepreneurship:** co-designed a gamified mobile app encouraging ecological behavior through community tasks and challenges — ran the full process from value proposition and feasibility research to user research, personas, MVP, and final Figma design

## **Graphic Design** — Columbia College Chicago

September 2017 - September 2018

- Built foundational visual communication skills — typography, composition, design principles — applied across print, web, and emerging media
- Developed research and problem-solving skills through iterative solution generation and critique

## **Personal Interests**

**Outside of work:** 3D printing and Blender, building a home server as a DIY tech project, kickboxing, and organizing community events.