

Gere Gerrits

Shaping narratives that hold products together.



Contact

Email

hello@gere.me

Portfolio

<https://gere.me>

Location

Arnhem, Netherlands

Education

BSc in Communication & Multimedia Design

2009 — 2014 · HAN University of Applied Sciences

Diploma in Multimedia Design

2005 — 2009 · ROC Nijmegen

Capabilities

Think

Product Strategy, Design Strategy, Systems Thinking, Continuous Discovery, Outcome-driven Design

Design

Product Design, Brand Identity, Interaction Design, Motion Design

Build

Design Engineering, Vue.js, Nuxt, Tailwind

Lead

Craft Leadership, Design Vision, Stakeholder Management, Cross-Functional Collaboration

Languages

Dutch Native

English Fluent

Profile

Hello, I'm Gere — Designer based in the Netherlands with 15+ years crafting products, brands, and experiences. I work across strategy, design, and code to turn complex systems into products that feel simple, intuitive, and considered down to the last detail. My work has shaped products serving ASML, KPN, and ING, and contributed to interactive experiences for Google.

2023 — 2025

Design Engineer

Trucks · Wijchen

Led product and brand design of a new platform. Shipped 6 modules covering inventory, leads, statistics, and marketplace distribution. Created the product's interface, developed the brand identity, and engineered the component system that ensured design consistency in production.

2018 — 2023

Digital Designer

The Office Service · Amsterdam

Led product and brand design for a platform serving ASML, KPN, and ING. Shaped a barebones product into a full enterprise solution, repositioning the brand from commodity services to life enablement and claiming "the hour" as its defensible market position. Supported front-end implementation to ensure consistency in production.

2014

User Experience Designer

MediaMonks · Hilversum

Contributed to UX for Google and Michelin. Led a conceptual redesign of an internal tool, conducted interviews, mapped workflows, and identified twelve opportunities that reshaped the tool. Joined as intern, offered full-time role.

2007 — Present

Digital Designer

Freelance

Worked independently with a range of small businesses to design and develop websites, often including branding and interface design. Managed the full creative process, from client communication and scoping to art direction and front-end implementation.