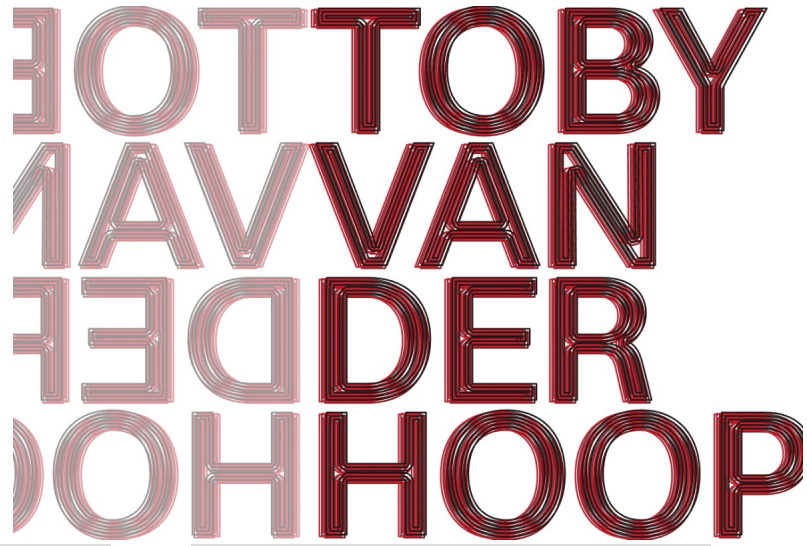


Toby van der Hoop

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Education

HAVO TTO

2016 – 2021

Bilingual secondary school

Profile: Economics and Society. This is where I built the foundation for my interest in how businesses and people work.

Commercial Economics

2021 – 2022

HAN University of Applied Sciences, Arnhem

Completed first-year diploma (propedeuse). Gave me a commercial eye that I now bring into my designs. Strong foundation in marketing and sales.

Communication & Multimedia Design

2024 – present

HAN University of Applied Sciences, Arnhem

Here I am growing into a human-centred designer who brings together concept, visuals and technology. Expected graduation: July 2028.

Experience

Supervisor

09/2022 – present

PLUS Marttin Huissen

I lead a team, keep an overview of the shop floor and adapt quickly when things get busy.

Skillset

Leadership

Quick to adapt

UX, UI & Motion Design

Product Design

Adobe Creative Cloud

Building stronger teams

Intuitive design

Product strategy and vision

**Well, let's
chat and
find out more...**