Ash van Ierssel

Start-up builder and Product Owner, specialized in UI/UX design and front-end development. Led operations and teams for startups, agencies, and international festivals during 4 years across AMS, HK, TKY & SYD.

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in Ash (Jan) van Ierssel

professional experience

Pleq facility analytics start-up
Product Owner
2024 Sep - current (1 yr, 5 mon)
Amsterdam, The Netherlands

- *Led the full rebuild and redesign of Pleq's Admin Panel, enabling the start-up to scale from 40k ARR to 500k ARR, and expanding from 1 to 12 clients in higher education and public institutions, all within 1 year.*
- *Led development of student room booking and navigation app, growing from around 14k to 41k yearly sessions, and adding 700% in bookings.*
- *Promoted from Jr. front-end developer to Product Owner within 1 year for technical skill and leadership, while managing 4 junior developers.*

Prismatic Studios design agency
Director
2025 Jul - current (7 mon)
London, United Kingdom (remote)

- *Founding director of Prismatic, a collective of multiple design agencies.*
- *Manager of 7 out of 14 team members, responsible for sales, internal branding, company logistics and funding.*

Famillio genealogy start-up
Founding Software Engineer
2023 Aug - '25 Aug (2 yrs, 1 mon)
Sydney, Australia

- *Built core-UI for genealogy family tree building software, enabling users to create dynamic family trees with real time updates and comments.*
- *Shaped product design, marketing strategy, and user research while helping define the launch roadmap for public release.*

Silk cultural festivals
Lead Designer & Marketer
2023 Dec - '24 Apr (5 mon)
Hong Kong SAR

- *Designed all branding, visuals, merch, and promo assets within 3 months for the CONTEMPO™: Macao Japan Spring Festival held at the biggest Macao casino: Sands Venetian. This attracted 5k+ attendees and helped secure a 10-year Macao government sponsorship.*

SOLUS株式会社 design agency
Co-Owner & UI Designer
2022 Jul - current (3 yrs, 7 mon)
Tokyo, Japan

- *Co-own and lead international growth at SOLUS, contributing to 10+ product launches and $2M+ in client funding since joining.*
- *Delivered 0->1 UI/UX and product design for startups within 2–4 weeks.*
- *Scaling brand visibility through SEO, social media, and attending events.*

FEST event organisation
Founder
2021 Oct - '23 Jun (1 yr, 9 mon)
Amsterdam, The Netherlands

- *Founded and scaled FEST into North Holland's largest high-school party brand (excl. Amsterdam), managing 30+ staff and all operations.*
- *Produced creative, video, and marketing campaigns that sold out from the first edition, with 4 more sold out in the following 1.5 years.*

qualification

Int. Business Administration
Vrije Universiteit Amsterdam 2024

VWO Degree
Petrus Canisius College 2022

VWO Xtra Certificate
Petrus Canisius College

Graphic Design Certificate
California Institue of Arts

'Rising Star' - The Next 750
TNW - Top 750 emerging tech voices

Famillio, Finalist ASL
Amsterdam Start-up Launch

Nomination for "Netherlands' Best Final Year Thesis"
Petrus Canisius College

tech

TypeScript, NextJS, React, C, Python
PostgreSQL, MySQL, Vercel, AWS
Figma, Full Adobe CC Suite

skills

Leadership and Management
Software Development
Graphic, Brand, and UI/UX Design
Marketing
Video Production

languages

English
Dutch
German