RJ

Rick Janssens

From graphic designer to project manager to AI builder.

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Eindhoven region, the Netherlands Open to freelance (preferred) and permanent



DESIGN
140+
clients in branding, artwork and merch

PROJECT MANAGEMENT
16
hotels in 7 countries rebranded on time, as interim PM

PLATFORMS
4
platforms built and live, from dashboard to app

AUTOMATION
1M+
customer emails sent automatically

PROFILE

First I designed for artists, labels and brands, then I led projects and agencies, and since 2023 I build systems that do the work themselves. What ties it together: understand what people need, then make it myself. Below, all of it in order, from 2019 to now. Three years ago I couldn't build software; now I build complete agents that work on their own, fully in-house. My companies within Common Grounds Group now largely run on autopilot, so I'm looking for a new adventure.

SKILLS

Design

Branding · Graphic design · Album and campaign artwork · Motion design · Merch and production

Project management

Project management · Planning and budget · Stakeholders · Team leadership · Departments on one line

AI & automation

Building AI agents · RAG with pgvector · Hybrid search and reranking · LLM evals and guardrails · Workflow automation · API integrations · Building software with AI · PostgreSQL and Supabase

Tools Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, VS Code, n8n, Make, Supabase, Monday.com, Bynder

Languages Dutch and English fluent, a little French

EXPERIENCE

Nov 2026 → now

Getaway Gaming

Design, AI and the build

- A slot studio where AI drives the design and the build, with one toolkit for maths, graphics and animation on every screen
- Provably fair engine: HMAC-SHA256 draws with rejection sampling, every round replayable
- Maths packs measured over billions of simulated rounds; 8 games, 4 playable as a demo

2025 → now

Zonnemens

Concept, brand and platform

- Health community with its own university (12 themes, 445 lessons), daily practice, events with tickets and memberships
- The Zonnemens Agent: an AI coach on contextual retrieval, hybrid search and a reranker, with a memory per member
- Weekly evals through the production pipeline; an A/B loop that picks winners with a z-test

2023 → now

Pole Position Agency

Owner, within Common Grounds Group · built the platform and the AI

- A complete marketing platform for car washes, built in 13 months: a customer file joining till, number plate cameras and loyalty
- Email agent on hybrid retrieval (pgvector and full-text, fused with RRF), every claim checked against its sources; money and doubt go to a person
- A knowledge base that grows from the owner's answers, behind approval and a PII gate in the database
- 1M+ customer emails sent automatically, 132,000 customer profiles, 96,417 vouchers redeemed, 39 locations across 17 businesses

2023 – 2026

Loyalty platform

For restaurants and padel clubs, within Common Grounds Group · Sparen bij BZG (2026) is one of them

- Savings card in Apple and Google Wallet, linked to the till: points with no extra work
- Deals, vouchers and reviews that earn points, and an admin with AI insights

2023 → now

Common Grounds Group

Owner · design, project management and AI · Exito Agency and Place Here merge

- 183 clients under one roof, from KPN (an internal staff campaign) to Mövenpick
- Online Opvallers: ran the content projects for Mövenpick (12 hotels in three countries), Amarone and Bakkerij Royal; a month of content per hotel shot in two hours
- Everything automated in-house, from inbox, planning and dashboards to content and Meta campaign agents: revenue grows, headcount doesn't

2022

The Social Hub

Interim project manager, ±1 year

- Rebrand of The Student Hotel into The Social Hub: 16 hotels in 7 countries, design by Studio Dumbar
- ±50 people across departments and agencies in line, live on the deadline
- 800+ unique items redesigned: facades, vinyl and outdoor signage, websites, merch, legal papers, file names

2019 → now

Place Here

My own design studio, within Common Grounds Group since 2023

- 140+ clients, from artists to fashion brands; album identity for Suzan & Freek, album and vinyl for Jett Rebel
- Arena campaigns in the Ziggo Dome and Ahoy for Antoon, Suzan & Freek and BLØF; worldwide digital promo for Muse
- Brands from logo to product: Maison PB for Antoon, Paperclip Festival, Nils

2019 – 2022

Yellow Claw & Barong Family

In-house designer as a freelancer, later a client of Place Here

- Artwork for 150+ releases, from singles to albums
- Never Dies with every single, €URO TRA$H with ¥€$, and the Barong, Moksi and Latin Family labels
- Two pop-up stores during ADE, merch, promo videos and the lyric video for Try So Hard

2019

Warner Music

Design internship: 50+ jobs in six months

- Gold record for Burna Boy, African Giant; plaque for Ed Sheeran; release artwork, social, promo and merch
- Kept freelancing for Warner after the internship

PROJECTS ONLINE

Artwork for music · **Shows in the Ziggo Dome and Ahoy** · **Paperclip Festival** · **Appelsap x Tommy Jeans** · **Maison PB** · **Nils** · **The Social Hub** · **Online Opvallers** · **Getaway Gaming** · **Zonnemens** · **Pole Position Agency** · **Sparen bij BZG**