

why me.

Art director/designer 2D | 3D

Branding is all about telling a gripping story that will stick.
My specialty is creating the concept and design elements to do so.
In print, on screen or 3-dimensional.

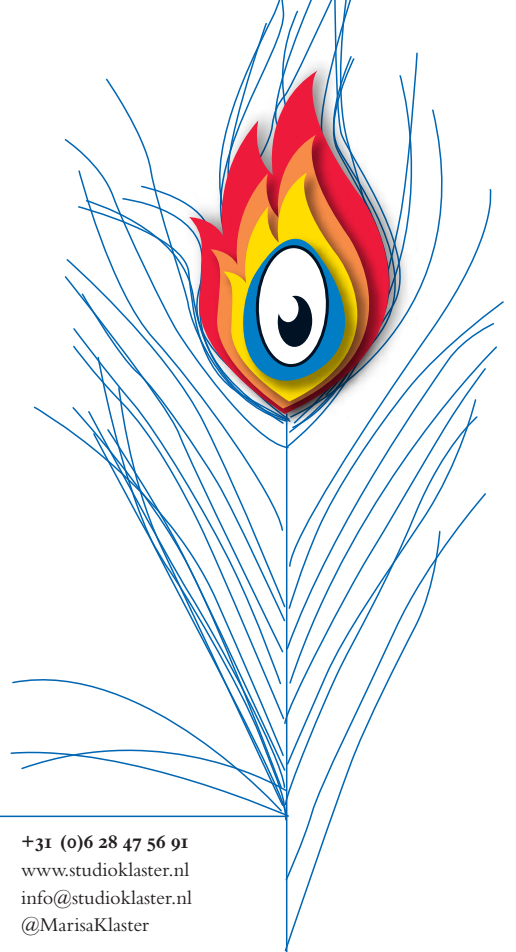
Combining a massive experience in visual branding with having fun
in working side by side with the like-minded, my daily aim is designing
things that are relevant, unique, smart, strong and fun.

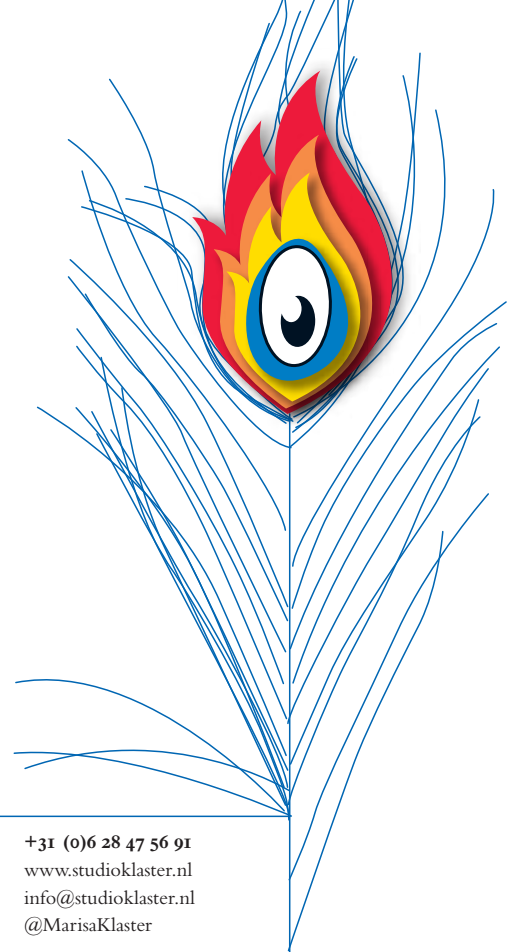
Clients a.o.:

ANWB / Arie Kievit / CWI / De Ruiter Seeds / Eduvadis / / Four Trading /
KondorWessels Real Estate / Monsanto / Paraddy Dance & Sportswear /
2010 Publishers / Puur – Business Festival Rotterdam 2008 / Qrooz /
13 Speciaal / UWV / VEH / WoonCompas

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Schiedamsesingel 205A
NL – 3012 BC Rotterdam
workshop
Aluminiumstraat 10e
NL – 3067 GS Rotterdam





experience.

at work

- see actual overview on page 3

in the past

- Feb '07/ Oct '07 – art director retail, SVT Branding + Design Group/ Amsterdam
- Sep '03/ Jul '04 – brand advisor ANWB/ The Hague
- '03 – start Studio Klaster/ Rotterdam
- Dec '99/ Sep '03 – art director, Keja Donia/ Schiphol
- Jun '96/ Dec '99 – senior designer/ team manager Proforma/ Rotterdam. Member of management in '98/'99
- Nov '90/ Sep '95 – graphic designer, UNA/ Amsterdam
- Apr/ Oct '90 – graphic designer, Oilily/ Alkmaar

as a tutor

- co-writer/ tutor Associate Degree program Furniture/ Interior / Willem de Kooning Academy/ Rotterdam
- tutor forecast/trendwatching & communication styling | fashion & interior, / Artemis Styling Academy/ Rotterdam

in the past

- St. Joost Academy/ Breda
/ tutor Graphic Design
- Willem de Kooning Academy/ Rotterdam
/ coordinator Internship (member of staff)
/ tutor Advertising
/ tutor Multimedia Design

internship

- Arie van der Linde, antique restoration/ Dordrecht, 2010
- Niek Lomans Furniture Atelier/ Rotterdam, 2009
- BRS Premsele Vonk/ Amsterdam, 1989
- De Arbeiderspers/ Amsterdam, 1989

education

- '08/ '10 Furniture maker / Hout- en meubileringscollege (HMC)/ Rotterdam
- '95/ '96 Marketingcommunication A – SRM/ Rotterdam
- '85/ '90 Graphic Design – ABK/ Rotterdam
- '80/ '85 Atheneum A – Kottenpark College/ Enschede

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reference.

recent projects o.a.

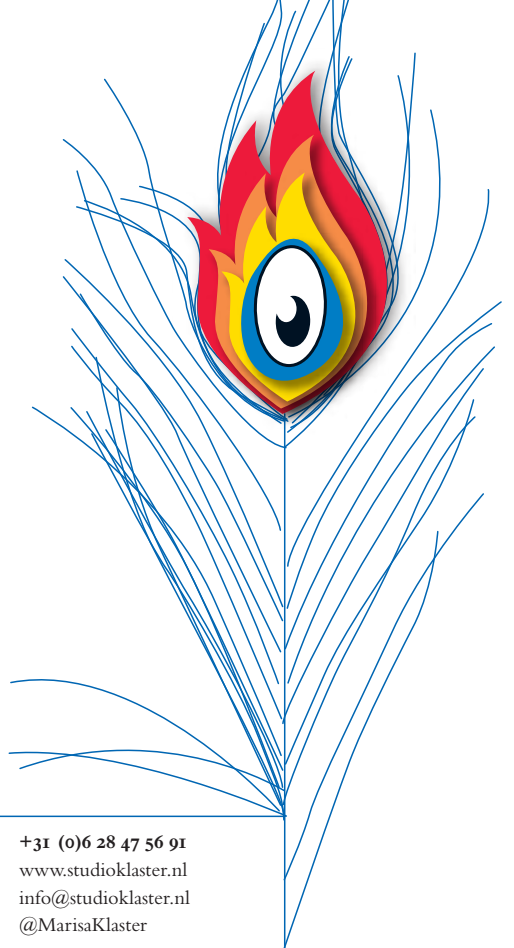
- *Four Trading*
New identity, website and webshop for an international trading house, specialised in creative toys for 'tweens & teens'.
- *Monsanto*
Living Proof Campaign (print and web/ worldwide)
- *WoonCompas*
New identity, website and 3D signing i.c.w. Flowerdales
- *2010 Publishers*
Brand identity and website i.c.w. Rob Peters Interactive Design
- *3-dimensional:*
Ceramic bathroom walls and furniture i.c.w. 13 Speciaal

Advertising & design agency's a.o.:

AM+D, Rotterdam / Bureau Flink, Breda / Census Designmanagement, Den Haag / Flowerdales, Rotterdam / Made of Man, Rotterdam / Nijgh, Rotterdam/ Pluspoint, Rotterdam / Rob Peters Interactive Design / SVT Branding + Design Group, Amsterdam / Total Identity, Amsterdam / Yellow Dress Retail, Amsterdam / Vivid Brand, Londen-Utrecht / Wellcreative, Amsterdam

Clients a.o.:

2010 Publishers / ANWB / Arie Kievit / De Ruiter Seeds / Eduvadis / Bright Executive Search / CWI / Four Trading / Health Centre Charley Toorop / IB-Groep Groningen / Keyscript / KondorWessels Real Estate / Monsanto / Paraddy Dance & Sportswear / Qrooz / Puur – Business Festival Rotterdam 2008 / 13 Speciaal / UWV / VEH / WoonCompas



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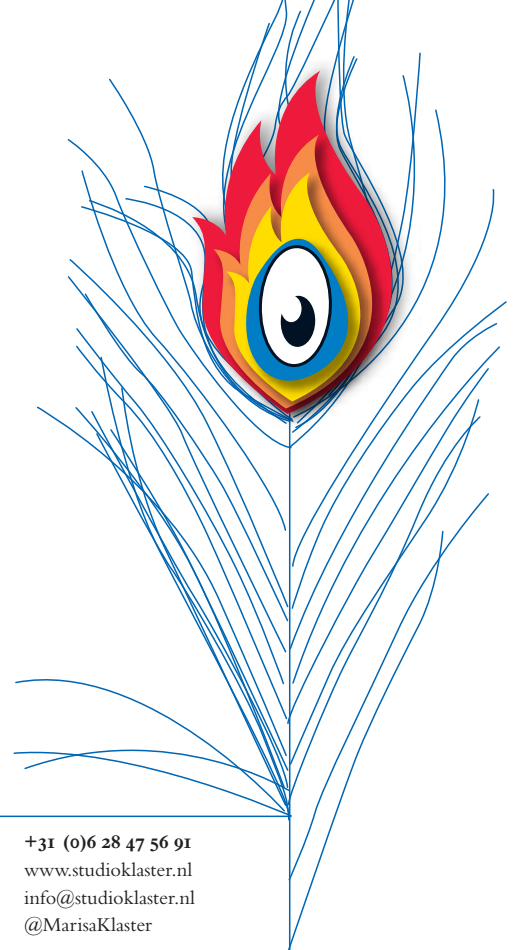
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price-winning.



nominations & awards

- Ed Awards 2008 – category: company logo
Logo for Eduvadis (Den Haag) commissioned by AM+D creative communications (Rotterdam)
- Ad!dict Creative Lab – #28, 2007
'Steel blue fence' selected for publication in #28
Research on ecodesign 'World 2.0'
- SAN 2003
Nomination – category: integrated communication
CWI, Centrum voor Werk en Inkomen
- European Design Annual 1999
Certificate of Excellence
 - Over ruimte en tijd – Bram Peper, Gemeente Rotterdam
 - Invitation for a Dinner – Arthur D. Little
 - De stijl van het huis – Proforma
- The std International Typographic Award 1996
AP Crime Pockets – De Arbeiderspers
- German Prize for Communication Design 1995
Award
 - AP Crime Pockets – De Arbeiderspers*Highest Design Quality*
 - Hollywood aan de Maas – Blue Horse Productions
- Best Books 1994
AP Crime Pockets – De Arbeiderspers
- Lutkie & Smit / ArtView Prize 1993
Honourable Reference
Annual report – ACF Holding

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