



## SKILLS

Utterly capable in:

- InDesign
- Illustrator
- Photoshop

Extended knowledge of HTML, CSS, PHP en JS. Proficient in WordPress

Fluent in Dutch and English, spoken and written. Speak and read French and German.

Driver's license B, C + code 95

## WHAT I'M DOING / WHAT I'VE DONE

2021  
  
**TRUCKING**  
*Drivers training*

Maybe I've watched movies like *Convoy*, *Smokey And The Bandit*, and *Breaker!* *Breaker!* a bit too much, but I think truck driving is an awesome profession. Almost as awesome as designing stuff. I want to get my trailer license as well and haul asses in 18-wheelers.

2000 - present  
**GRAF X MFG**  
 DESIGN FOR PRINT AND WEB  
*Chief Executive Employee*

My company's name since April 1st, 2000. I've been manufacturing graphics for a broad array of clients ever since, many (but not only) in the music industry (venues, magazines, record companies). A small selection of my larger clients is featured here.

2017 - present  
**FRIEKENS BROUWERIJ**  
 CRAFT BEER FROM AMSTERDAM NOORD  
*Brand identity, art direction, design of product line, advertising, design and developement of website, copywriting.*

Friekens Brouwerij brews very tasty craft beers on a small scale. In 2017 its new brewery opened, increasing the capacity tenfold. I've designed a new product line, wrote copy, came up with names for beers (not all of them brewed yet) and built, filled and designed the new website.

2013 - 2018  
**OOR**  
 MUSIC MAGAZINE SINCE 1971  
*Art direction and layout, design and development of magazine style, website, and brand identity.*

OOR is The Netherland's oldest and foremost music magazine, in print for over 50 years by now. I've restyled and layed out the magazine, developed a new brand identity and redesigned the front end of the website. Circulation was on a steady decline though, and I was made redundant after I tought the editor in chief how to do lay-out himself.

2006 - present  
**GOEDE VISSERS / 'T AILAND**  
 FISHERMEN WITH RESPECT FOR THE SEA  
*Development of brand identity, art direction and design of product lines and advertising, corporate identity fish processing plant and restaurant.*

Goede Vissers started out as one fisherman selling his catch on farmer's markets but has grown into a network of sustainable fisheries. The initiators also started a restaurant and a fish processing plant that sells product all over Europe and is very successful with their oysters sold as Wilde Wadoesters (Wild Wad Oysters, Wilde Wad Austern, Wilde Wad Østers, Ostriche Selvatici del Mare Wad).

2000 - 2007  
**EPITAPH EUROPE**  
 RECORD COMPANY  
*Design and production of international advertising campaigns, promotional material, CD and vinyl covers.*

For the European leg of Epitaph Records and their star studied sub-label Anti I produced advertising campaigns for all of Europe, various promotional stuff like posters, stickers, brochures, and lots of CD covers.

1998 - 2005  
**AMNESTY INTERNATIONAL**  
 GLOBAL MOVEMENT FOR HUMAN RIGHTS  
*Art direction and layout of youth magazine Frontaal, magazine style development.*

For Amnesty International's Dutch branch I redesigned and layed out their youth magazine Frontaal. When the youth division adopted a new house style I redesigned it again to match that, and made it a square magazine, thus getting 1.5 times the pages out of the same amount of paper. By 2005 Amnesty decided upon other means of communication with their youth members, and the magazine was taken out of print.

1990 - 2000  
**W•E•R•K**  
 'WAARACHTIG, EVEN- WICHTIG, RECHTLIJNIG, KONSENTIEUS'  
*Designer and label boss*

The name I used back then for my freelance work. It later also became a record label named 'W•E•R•K Works' on which I released singles and CD's myself. The label is pretty much dormant nowadays.

1998 - 2000  
**OPSCENE**  
 INDEPENDENT MUSIC MAGAZINE  
*Art direction and layout, magazine style development.*

Opscene was driven by the love of music, everyone, designers included, worked for it without pay. I restyled and layed it out in collaboration with friend and colleague Dick van Doorn, and even though sales were rising, the publisher pulled the plug.

1992 - 2016  
**KONKURRENT**  
 INDEPENDENT MUSIC COMPANY  
*Design of house style, advertising, CD and vinyl covers, promotional material.*

At record distributor Konkurrent I worked in-house (until 2000) and was the 'graphics department'. I took care of all graphic outings, wrote a bi-weekly newsletter, and worked in artist- and press relations. Still did jobs for them until not too long ago.

1989 - 1998  
**ARENA** (formerly Sleepin)  
 CONCERT VENUE, YOUTH HOSTEL, BAR, RESTAURANT, CLUB, HALL RENTAL  
*Design house styles, event posters, various promotional material, magazines, book design.*

My band practised in the cellars of Sleepin, also a youth hostel owned by the City, and I made posters for the rock concerts in the hall above. Later I became the house designer and stayed on when the company got renamed to Arena. When Arena became Hotel Arena I quit.



1990  
**First Mac**  
 An SE with 2 MB RAM, a HD of 20 MB and a 'superdrive'. Mine for only 6,000 guilders.

## EDUCATION

**Gerrit Rietveld Academie**  
 AMSTERDAM  
*Graphic Design (discontinued)*

**d'Witte Leli**  
 AMSTERDAM  
*Teacher training Art/Dutch (discontinued)*

VWO

## BORN

March 28

