

CV



JW NIEUWENHUIZEN

2020 2019 2018 2017 2016 2015 2014 2013 2012 2011 2010 2009 2008 2007 2006 2005 2004 2003 2002 2001 2000 1999 1998 1997 1996 1995 1994 1993 1992 1991 1990 1987 - 1989 1986 - 1987 1985 1965

SKILLS

Utterly Capable and experienced 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.

EXPERIENCE

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 development of website, copywriting.

Friekens Brouwerij has been brewing craft beers on a small scale for many years. In 2017 its new, professional brewery opened, increasing the capacity tenfold. I've designed a new product line, write copy, come up with names for beers (that sometimes have not been brewed yet) and built, filled and designed the new website.

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

OOR is The Netherland's oldest and foremost music magazine, in print for 48 years. I've developed a new magazine style twice, the first upon my arrival, the second last year. New brand identities and new website designs followed suit. I did a large part of the front end development on the last one. OOR is now layed out by the editors, for which I trained them.

2006 – present
GOEDE VISSERS
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 student 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, EVENWICHTIG, 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 – present
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 represented the company with artists and press. Every now and then I still work for them.

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

