



SKILLS

Utterly capable in:

- InDesign
- Illustrator
- Photoshop

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

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

WHAT I'M DOING / WHAT I'VE DONE (a selection)

[...] 2022 2021 2020 2019 2018 2017 2016 2015 2014 2013

2021

TRUCKING

Drivers training

Maybe I've watched movies like *Convoy*, *Smoky 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.

2000 – present

GRAF X MFG DESIGN

FOR PRINT AND WEB
Owner operator

My company's name since April 1st, 2000. I've manufactured graphics for a broad array of clients since, many (but not only) in the music industry (venues, magazines, record companies).

2017 – heden

FRIEKENS BROUWERIJ CRAFT BEER

Brand identity, art direction, design of product line, advertising, design and development of website, copywriting.

Friekens Brouwerij brews very tasty craft beers. In 2017 its new brewery opened, and I have taken care of its looks since then. I've designed a new product line, write copy, come up with names for beers and built, filled and designed the new website.

2013 – 2018

OOR

MUZIJEKTIJDSCHRIFT SINDS 1971

Opmaak en art direction, ontwikkeling bladstijl, vormgeving en ontwikkeling website, ontwikkeling merkidentiteit.

OOR is het oudste muziektijdschrift van Nederland, al meer dan 50 jaar. Tot eind 2018 heb ik het blad opge maakt, de art direction gevoerd en het herstijld, inclusief merkstijl en een nieuwe website. Helaas is de redactie na een bezuinigingsronde het blad zelf gaan opmaken.

2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012

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.

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 studded sub-label Anti I produced advertising campaigns for all of Europe, various promotional stuff like posters, stickers, brochures, and lots of CD covers.

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 of 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*).

2001 2000 1999 1998 1997 1996 1995 1994 1993 1992 1991

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.

1965 1985

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 on the rise, the publisher pulled the plug.

1986 – 1987

1992 – 2017

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 news-letter, and represented the company with artists and press. Did jobs for them until recently.

1987 – 1989

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



March 28

VWO

d'Witte Leli

AMSTERDAM

Teacher training Art/Dutch (discontinued)

Gerrit Rietveld Academie

AMSTERDAM

Graphic Design (discontinued)



First Mac

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