

P-R-E-M

graphic design

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WORK EXPERIENCE

October 2003 – present

Freelance Graphic Designer, New York

Created identities for: a psychologist practice in NYC, a Brooklyn-based writer, an Amsterdam-based law firm. Currently working on a comprehensive identity for a New York-based advocacy company.

September 1999 – August 2001

Freelance PR & Marketing Consultant, Singapore

Role: advising on pr and marketing strategy, commercial launch, media approach, event organization, compiling content for printed material, briefing designers.

Writing of: corporate brochures, international newsletters, direct marketing material, press releases and features intranet.

Print & production: hired and supervised designers, editing, proofreading.

Clients: Netherlands Foreign Investment Agency, Sine-Tronics Technologies, Exact Software, KPN Asia.

September 1997 – June 1999

Account manager, Manning, Salvage & Lee, The Netherlands

Role: advising on pr strategy, sponsorship strategy, commercial launch, media approach, event organization, compiling content for printed material, briefing designers.

Writing of: corporate brochures, social annual report, international newsletters, staff magazines, features and press releases.

Print & production: hired and supervised designers, editing, proofreading, co-ordination of distribution.

Clients: NBM-Amstelland, University Hospital Maastricht, Robeco Group, BP-Amoco, Philips, Domestic Appliances and Personal Care, Samsung Electronics, The Boeing Company, Lucent Technologies.

August 1995 – October 1997

Freelance Copywriter/Editor, The Netherlands

Role: copywriter, editor and proofreader of three trade magazines on freight and public transport and copywriter of several Dutch governmental publications.

Clients: Nederlands Vervoer, Ministry of Agriculture, Ministry of Transportation, Van den Boom Group.

EDUCATION

September 2004– June 2005

Web design & construction, Web Graphics, Dreamweaver

July 2003

Intensive one-week workshop with Stefan Sagmeister, SVA

February 2002 – June 2003

Certificate Graphic Design Program, Parsons

September 1990 – July 1995

**Dutch Language & Literature, MA, Leiden University,
The Netherlands**

OTHER INTERESTS

Traveling, Typography, Cooking & Enjoying a good cappuccino.