

*Experience

Since May 2015: Designer & Owner

Studio Franklin, design & branding, Zurich / www.studio-franklin.com

October 2012 - May 2015: Senior Graphic Designer & Marketing coordinator Europe

The Nuance Group, Glattbrugg / www.thenuancegroup.com

Designing and creating all printed marketing and POS material for all Nuance travel retail shops in the entire European region. Coordinating a team of three designers, located in the U.K. Setting up work planning, managing priorities and tight deadlines. Queen of the European brand guidelines. Leading projects in new concept development, e.g. creating a new designated male zone. Playing an important role in the communication design strategy, in line with marketing planning and strategy. Supporting business development in creating tender documents. Creating in-flight catalogues.

March 2011 - November 2012: Responsible for Branding, Marketing, Design

CelsiusPro, Zürich / www.celsiuspro.com

Developing logo and corporate identity. Aligning visual branding, creating templates and guidelines. Further developing and maintenance of corporate website. Concept and GUI Design for a mobile App. Marketing strategy, planning and design of advertisements. Social Media, PR, corporate communication. Event organization.

July 2010 - February 2011: Operations Specialist

Hewlett-Packard, Sant-Cugat Barcelona

Act as one contact towards the channel distributors for all issues End-to-End. Manage relationship, communicating all relevant information, provide solutions when problems arise. Analyze operational data, identify root causes of repetitive issues and drive corrective actions.

September 2009 - January 2010: Stay abroad, South-America.

June 2009 - September 2009: Graphic Design

Time Out New York Magazine, New York, NY / www.timeout.com/newyork

Internship. Design of logos and ads for web & print for one of NY's leading weekly magazines.

January 2007 - May 2009: Junior Designer

Gilmore Group, Branding & Design agency, New York, NY/ www.gilmoregroup.com

Sovereign/Santander - Millwork development for two new high-profile NY branches.

Walgreens - Oversight of the construction and implementation of branding communications at Walgreens locations in Manhattan. Design responsibilities and oversight of installation for a new LED spectacular at Times Square, the largest in the US.

Bank of America - Roll-out of the urban branding retail design for NY branches. Detailing of several ATM surrounds.

HondaJet - Integral in the design of the interior cabin for Honda's new private jet.

Other Clients - Johnson&Johnson, Greenwich Aerogroup, Comex, Mercantil, Hastings

*Education

Industrial Design / University of Antwerp, Faculty of Design Sciences, Belgium

2001 - 2004: Bachelor's degree, with honors
2004 - 2006: Master's degree, with honors
2004 - 2005: Exchange semester / Bauhaus University, Weimar, Germany
Summers 2005 & 2006 : Design Internship / Gilmore Group, New York

Final project for Master's degree 'Pig-up'

Full design (idea, concept, detailing) of Pig-Up, environmental enrichment for pigs in intensive farming. Purpose of Pig-Up is to prevent and counteract behavioral disorders, such as tailbiting, through physical and mental stimulation. Prototype testing done in cooperation with the Animal Sciences Group of Wageningen University (NL) and with K.U. Leuven (BE).

*Prizes / publications

Third place at **Bizidee business plan contest**, edition 2006.

Final project Pig-Up selected by **Dutch design magazine 'Items'** for their graduation issue. Project displayed at their exhibition in Eindhoven, Netherlands, fall 2006.

Pig-Up part of exhibition 'Farmer & Style', organized by **Designhuis**. Eindhoven, The Netherlands, August-October 2009.

*Skills

Computer

Adobe CC	Illustrator	●●●●●
	Photoshop	●●●●●
	InDesign	●●●●●
	Muse	●●●●●
3D	3D studio Max	●●●●●
	Cinema 4D	●●●●●
	Solidworks	●●●●●
	AutoCad	●●●●●
Other	MS Office	●●●●●

Languages

Dutch	●●●●●
English	●●●●●
German	●●●●●
French	●●●●●
Spanish	●●●●●

*Interests

playing the oboe & board member at the Stadtharmonie Zürich Oerlikon-Seebach
cooking & eating
skiing & cycling
comic books & capybara

