

# Rosanne Vandeweerd<sup>\*</sup>

Hardstrasse 81b, 8004 Zürich

+41 (0)78 694 04 76

[design@studio-franklin.com](mailto:design@studio-franklin.com)

[www.studio-franklin.com](http://www.studio-franklin.com)

## \* Experience

### **Since May 2015: Designer & Owner**

Studio Franklin, design & branding, Zurich / [www.studio-franklin.com](http://www.studio-franklin.com)

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

The Nuance Group, Glattbrugg / [www.thenuancegroup.com](http://www.thenuancegroup.com)

Responsible for the creation and implementation of all printed marketing and POS material for all Nuance travel retail shops in the entire European region. Hiring, training and 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 shop-in-shop designated male zone. Playing an important role in the communication design strategy, in line with marketing planning and strategy. Supporting business development in designing and compiling tender documents. Creating in-flight catalogues.

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

CelsiusPro, Zürich / [www.celsiuspro.com](http://www.celsiuspro.com)

Developing logo and corporate identity. Aligning visual branding, creating templates and guidelines. Maintenance of corporate website. Concept and UI 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](http://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](http://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, at that point 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 national «Bizidee» business plan contest, Belgium, edition 2006.

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

«Pig-Up» selected to participate at the 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.

Traveling, anything related to food, skiing, cycling, hiking.

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