

**CURRENT PROJECTS +  
WORK IN PROGRESS****2K+ Design Inc. [New York, USA] 2009 - 2012**

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Oncowand, The Netherlands/Concept development and art direction of multimedia platform for cancer patients; Vivant, Ecuador/Concept and package design for Balance vitamin waters; Art We Love/Branding, logo, website, packaging; Netherlands HIV Network/Design and photography for postcard series; Yasmine Djerradine Institute de Beauté/Web design and photography, www.yasminedjerradine.com; The Scar Project/Photography book design for David Jay's portraits of women with breast cancer; ESP Trendlab/branding, multimedia presentations, promotional materials, website; Temptu cosmetics/Rebranding, identity, logo, packaging; Shevy Wigs/Creative direction, brand identity, website, print collateral and photo art direction

*Andaluz Collection* 2012/Developing series of wallpaper based on Moorish Architecture. Launched at ICFF 2012. With press in Wallpaper Magazine, Vogue, Metropolis Magazine. Added to permanent collection of Brooklyn Museum of Arts.

*My Daily Poetry Fix* 2010/A yearlong iPhone art project, exhibits at Global Home, Jeffersonville, NY and 440 Gallery, Brooklyn; Biennale Ecuador 09/Portraits; Art We Love/Series of 12 limited-edition photographs from *My Daily Poetry Fix*

**EXPERIENCE****2K+ Design Inc. [New York, USA] 1996 - 2009**

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*Principal - Art/Creative Director - Senior Graphic Designer*

The Annual Interiors Awards/Multimedia presentation; Metropolitan Opera/Logo and style manual; Applied Brilliance/Multimedia presentation for two design conferences; Primex by Nasdaq/Flash introduction to Primex website; Clinique/Multimedia presentation; Watermark/Creative direction for company identity and product catalog, tradeshow booth design and animation; AIGA/Exhibit designer for *jPropaganda!* Cuban political film posters

Trueque Creativo in partnership with Biennale Ecuador 09 and La Universidad del Azuay, Cuenca, Ecuador/Multi-phase branding and exhibit design for a non-profit foundation in support of creative partnerships between artists, design professionals and local businesses. Developed course structure for design workshops and seminars; art direction and brand collateral; guest instructor for a week long intensive branding and design workshop and artshow

**xSITE creative lab [New York, London, Amsterdam] 1998-2002**

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*Partner - Art Director - Senior Graphic Designer*

Knoll/Multimedia presentation, *The Century of the Office*; Swatch/Catalog and ad design; Target/Promotional materials and ads; Trans culture magazine/Designer; TNO University/Book design of *Kathalys*; Boeknet.nl/Poster design; The Millennium Group/MPM Website design; Snug Harbor Museum/Art catalog design

**World Studio [New York, USA] 1996-1998**

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*Art Director - Senior Graphic Designer*

NYC 2008 Olympic bid/Designer promotional materials; New York New York Hotel, Las Vegas/Logo design and signage; Artistry and Amway/Promotional materials and ads; Boulevard Restaurant/Brand identity and murals

**Freelance [Breda & Amsterdam, The Netherlands] 1993-1996**

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Philip Morris Nederland project, *One Painter, a Poet and the Designer*/Exhibit design, promotional materials and catalog; National Child Care Association/Identity design and style manual; Frankfurter Buchmesse/illustration, *1+1=3*, collaborative project for designers and writers; De Geus Publishing Group/Book cover designs for more than 40 titles, style manuals, travel guides design/pictograms

**UNA design studio [Amsterdam, The Netherlands] 1992-1993**

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Maurits House Museum/promotional materials; Various Clients/Branding, identity design, annual reports, magazines

**EDUCATION****St Joost Academy [The Netherlands] 1986-1992**

BFA Graphic Design/Special Honors

**Möller Institute [The Netherlands] 1985-1986**

Art Teacher Training

**SKILLS**

Computer Programs: CS5 [Illustrator, InDesign and Photoshop], Microsoft Word, PowerPoint, QuarkXpress and MacroMedia SoundEdit

Dutch [native], English [fluent]

**Exhibits and Presentations**

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Boffo Showhouse, NY 2012/*NYtrash installation* [group exhibition]  
 Global Home, Jeffersonville, NY 2011/*My Daily Poetry Fix* [solo exhibition]  
 440 Gallery, Brooklyn 2011/*The Small Works Show* [group exhibition]  
 Kunst achter de ramen, Harlingen, The Netherlands 2011/*My Daily Poetry Fix* [group exhibition]  
 Center Visual Arts, NY 2011/*Surveying the Immigrant* [group exhibition]  
 Columbia University, NY 2010 [guest presenter for Prof. J. Abel product design class]  
 La Universidad del Azuay, Cuenca, Ecuador [guest instructor for weeklong branding and design workshop]  
 Collegno Gallery, NY 2008/*Orange 181* [solo exhibition]  
*Future 86*, Catskills NY 2007 – 2009 [group exhibition]  
 Columbia University, NY 2006 [guest presenter for Prof. J. Abel product design class]  
 AIGA Gallery, NY 2002 [group exhibition]  
 School of Visual Arts, NY 2000 [guest presenter for Prof. D. Sterling graphic design class]  
 ADCN, Amsterdam, The Netherlands 1997 [group exhibition]  
 Museum of Modern Arts, Amsterdam, The Netherlands 1994 [group exhibition]

**Awards + Recognition**

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AIGA Communication Graphics, New York; Art Directors Club, New York; Brooklyn Museum of the Arts, Brooklyn;  
 Logo 2001 Competition, New York; National Association of Real Estate Editors, New York; Art Directors Club,  
 Holland; British Design & Art Direction, London; Typographers International Association, London; International  
 Distinction Award, Paris

**Press**

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Art View; British Design & Art Directors Yearbook; Creative Review; De Volkskrant [Dutch National Newspaper];  
 Design Week; Eye, The International Review of Graphic Design; Graphis [Switzerland]; I.D. Magazine;  
 Mediaweek; Metropolis Magazine; Step by Step Graphics; The Next Wave; Vogue [Italy]; Wallpaper Magazine;  
 Works & Days Magazine

**Clients**

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American Institute of Graphic Arts	EG Smith	Splashlight Studios
Amway Corporation	EMI Music Publishing	Swatch, USA and Italy
ANWB, The Netherlands	ESP trendlab	Tai Ping Carpets
Architecture Magazine	Frinch Festival New York	Target
Ark Restaurants Corporation	Harry Allen Design	Temptu Cosmetics
Artistry Beauty Institute	HIV Vereniging, The Netherlands	The Fashion Center
ArtWeLove	Gameworks	The Metropolitan Opera
AT&T	Grid Magazine	The Scar Project
Atlantic Records	Interiors Magazine	Times Square
Avon products	J. Mendel, New York + Paris	TNO university, The Netherlands
Black Book New York	Knoll	TNT
Boeknet, The Netherlands	Parenting Publications	Trans Magazine
Boulevard Restaurant NYC	Pearsons Education	Trueque Creativo
BPI Communications	Philip Morris Nederland	Van Lanschot Bankers
Brandwidth RX	Primex	Vivant, Ecuador
Bryant Park Grill	Maya Botanica	VNU Publishers
Calvin Klein	Middleberg Euro	VRG Bank, The Netherlands
Children Television Workshop	MTVI	Watermark
Clinique	NASDAQ	World Studio & Foundation
Contract Magazine	New York NY Casino Las Vegas	Wölffer Estate Winery
De Geus Publishers	NYC 2008 Oympics Campaign	W.K. Kellogg Foundation
De Helling Magazine	Origins	WVC Dutch Department of Culture and Health
Djerradine Institute de Beauté	Sears	
D'Arcy & Partners	Sphere Magazine	Yardley London