

THE DEVIL IS IN
THE DETAILS

ABOUT ME Every image. Every word. Every transition is *thought through*. Nothing is left to chance. In addition to this work ethic, I am *driven* at all times by *curiosity* and I am always looking for *new ideas*, and better *solutions*. No matter how *impossible* they may seem. This is to *raise the bar*, to encourage *personal growth* to the fullest.



ART DIRECTION

Background

Quist watches are made for those who understand the value of time. Who love timeless design, because they see true beauty in simplicity and elegance. Who appreciate the unique details you only see when you really take the time to look. a quist watch doesn't just tell the time, it tells you about our philosophy. Investing time in fashioning something truly worth having.

QUIST
elevate your time

CASE STUDY
QUIST WATCHES

CATEGORY
BRANDING / DIGITAL DESIGN / CAMPAIGN IDENTITY

INDUSTRY / AUDIENCE
B2C RETAIL



DIGITAL DESIGN

CASE STUDY
QUIST WATCHES

CATEGORY
BRANDING / DIGITAL DESIGN / CAMPAIGN IDENTITY

INDUSTRY / AUDIENCE
B2C RETAIL



ART DIRECTION / STORYTELLING



ART DIRECTION / STORYTELLING



ART DIRECTION / STORYTELLING

CASE STUDY
QUIST WATCHES

CATEGORY
BRANDING / DIGITAL DESIGN / CAMPAIGN IDENTITY

INDUSTRY / AUDIENCE
B2C RETAIL



elevate your time

QUIST

CASE STUDY
QUIST WATCHES

CATEGORY
BRANDING / DIGITAL DESIGN / CAMPAIGN IDENTITY

INDUSTRY / AUDIENCE
B2C RETAIL



ART DIRECTION



ART DIRECTION



ART DIRECTION



SIGNING & SPATIAL DESIGN

Background

Twentyonewood is a high-end city boutique. The brands, assortment offered in this store have been selected carefully resulting in a collection of iconic brands which truly match the ambition of Twentyonewood; offering accessible yet qualitative and strong brands for the self trend-conscious man and woman who have an eye for nice, aesthetically strong brands.

TwentyoneWood

CASE STUDY
TWENTYONEWOOD

CATEGORY
BRANDING / POS MEANS / DIGITAL DESIGN / SPATIAL DESIGN

INDUSTRY / AUDIENCE
B2C RETAIL



GIFTCARDS



ART & DESIGN DIRECTION / PRODUCT STYLING



COTTON BAG WITH CUSTOM TYPEFACE

CASE STUDY
TWENTYONEWOOD

CATEGORY
BRANDING / POS MEANS / DIGITAL DESIGN / SPATIAL DESIGN

INDUSTRY / AUDIENCE
B2C RETAIL

FASHION / LIFESTYLE / APPAREL JEWELLERY / COSMETICS / BOOKS / ART DENIM AND MORE...



SPATIAL DESIGN



SPATIAL DESIGN

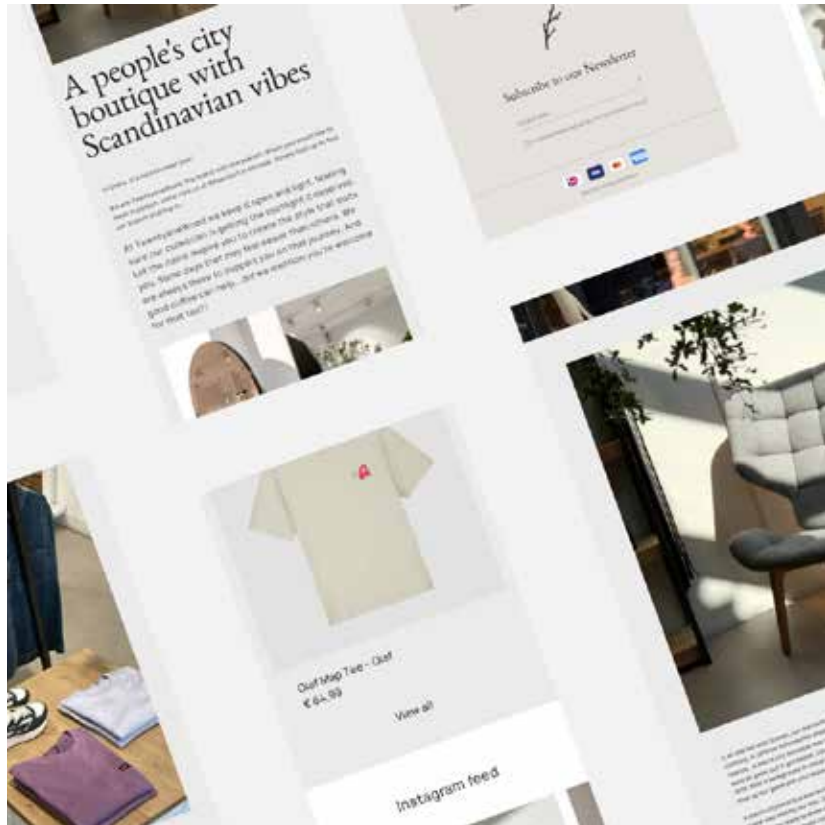


ART DIRECTION / STORYTELLING



PRODUCT STYLING

CASE STUDY
TWENTYONEWOOD



DIGITAL DESIGN

CATEGORY
BRANDING / POS MEANS / DIGITAL DESIGN / SPATIAL DESIGN

INDUSTRY / AUDIENCE
B2C RETAIL



SPATIAL DESIGN



ART DIRECTION

Background

Cass:e&Khaki believes in the power of beauty and self-care to help people feel good, build confidence, find their community, and simply enjoy a few minutes to themselves. Their mission is to develop and scale purpose-driven brands that have a truly positive impact: products that Delight, brands that Inspire and communities that Empower.

Cass:e&Khaki

Cass:e&Khaki
believes in the power
of beauty



CASE STUDY
CASS.E & KHAKI

CATEGORY
BRANDING / PACKAGING

INDUSTRY / AUDIENCE
B2C RETAIL



PACKAGING

Background

Soyuz Coffee is a people united by their love for excellent coffee and an unquenchable thirst for new discoveries. Soyuz Coffee is a russian specialty coffee roaster. Their main rule is a careful and respectful attitude to grain, which is a great honor and responsibility for them to work with. Great coffee at a fair price should be readily available, whether in a store near your home or online.



CASE STUDY
SOYUZ COFFEE ROASTING

CATEGORY
BRANDING / POS MEANS / DIGITAL DESIGN / SPATIAL DESIGN

INDUSTRY / AUDIENCE
B2B / B2C RETAIL



CALENDAR WITH CUSTOM TYPEFACE



PACKAGING / TOTE BAG



PAPERCUPS WITH CUSTOM TYPEFACE

CASE STUDY
SOYUZ COFFEE ROASTING

CATEGORY
BRANDING / POS MEANS / DIGITAL DESIGN / SPATIAL DESIGN

INDUSTRY / AUDIENCE
B2B / B2C RETAIL



STATIONARY / BUSINESSCARDS

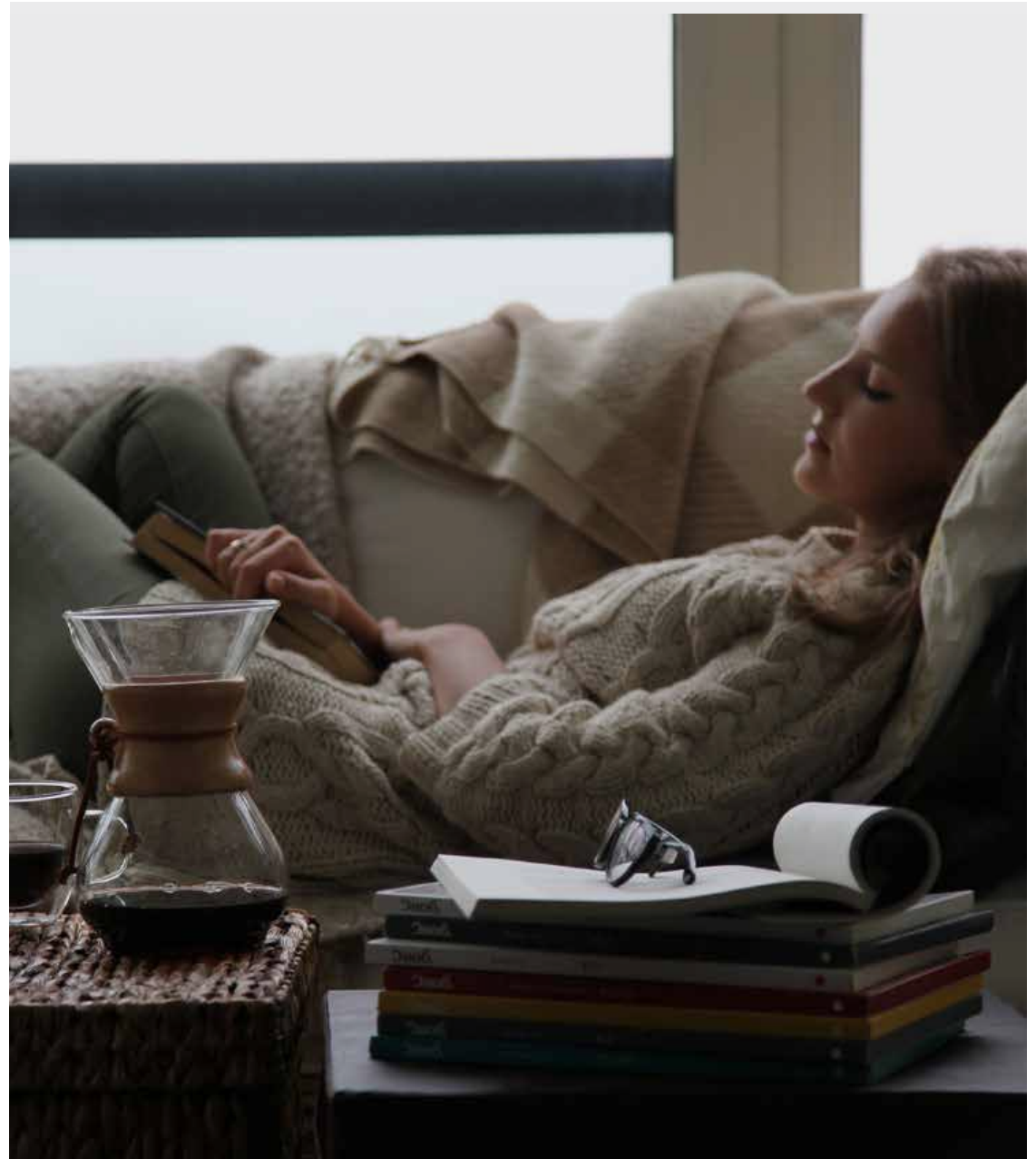
CASE STUDY
SOYUZ COFFEE ROASTING

CATEGORY
BRANDING / POS MEANS / DIGITAL DESIGN / SPATIAL DESIGN

INDUSTRY / AUDIENCE
B2B / B2C RETAIL



DIGITAL DESIGN



ART DIRECTION / STORYTELLING



BRANDING / STYLE GUIDES



SIGNING & SPATIAL DESIGN

Background

Grand&Johnson is a renowned Dutch interior design studio founded in 2010. The origins of the Dutch studio are in Amsterdam, where architects Jeroom Jansen and Bertel Grote have built up a track record in designing and realizing private and business interiors in the luxury segment.



Grand&Johnson

CASE STUDY
SOYUZ COFFEE ROASTING

CATEGORY
BRANDING / POS MEANS / DIGITAL DESIGN / SPATIAL DESIGN

INDUSTRY / AUDIENCE
B2B / B2C RETAIL

A DESIGN STUDIO BORN OUT OF A LOVE OF INTERIOR AND PRODUCT DESIGN.

Grand&Johnson



BRANDING / SALES BROCHURE



BRANDING / STATIONARY



ART DIRECTION



DIGITAL DESIGN

CASE STUDY
SOYUZ COFFEE ROASTING

CATEGORY
BRANDING / POS MEANS / DIGITAL DESIGN / SPATIAL DESIGN

INDUSTRY / AUDIENCE
B2B / B2C RETAIL



SPATIAL DESIGN



ART DIRECTION



ART DIRECTION

CASE STUDY
SOYUZ COFFEE ROASTING

CATEGORY
BRANDING / POS MEANS / DIGITAL DESIGN / SPATIAL DESIGN

INDUSTRY / AUDIENCE
B2B / B2C RETAIL



DIGITAL DESIGN

Background

Barista is a lifestyle brand committed to creating a community that lives by and embraces our values of being authentic, where we stay true to our beliefs, respect each other and remain accountable; being innovative, where we hold our heritage close to heart when endlessly pursuing quality; and being passionate, where we live and represent the brand we love while working together toward the same goal.



SPECIALTY COFFEE

BARISTA



CASE STUDY
SCR BARISTA BLENDS

CATEGORY
BRANDING / ART DIRECTION / PACKAGING / DIGITAL DESIGN

INDUSTRY / AUDIENCE
B2C RETAIL



BRANDING / PACKAGING



BRANDING / ARTWORK



ART DIRECTION / STORYTELLING

CASE STUDY
SCR BARISTA BLENDS

CATEGORY
BRANDING / ART DIRECTION / PACKAGING / DIGITAL DESIGN

INDUSTRY / AUDIENCE
B2C RETAIL



ART DIRECTION / STORYTELLING



ART DIRECTION / STORYTELLING



BRANDING / PACKAGING

CASE STUDY
SCR BARISTA BLENDS

CATEGORY
BRANDING / ART DIRECTION / PACKAGING / DIGITAL DESIGN

INDUSTRY / AUDIENCE
B2C RETAIL



BRANDING / PACKAGING

CASE STUDY
SCR BARISTA BLENDS

CATEGORY
BRANDING / ART DIRECTION / PACKAGING / DIGITAL DESIGN

INDUSTRY / AUDIENCE
B2C RETAIL

May your Coffee kick in Before reality does



ART DIRECTION / STORYTELLING



ART DIRECTION / STORYTELLING



ART DIRECTION / STORYTELLING

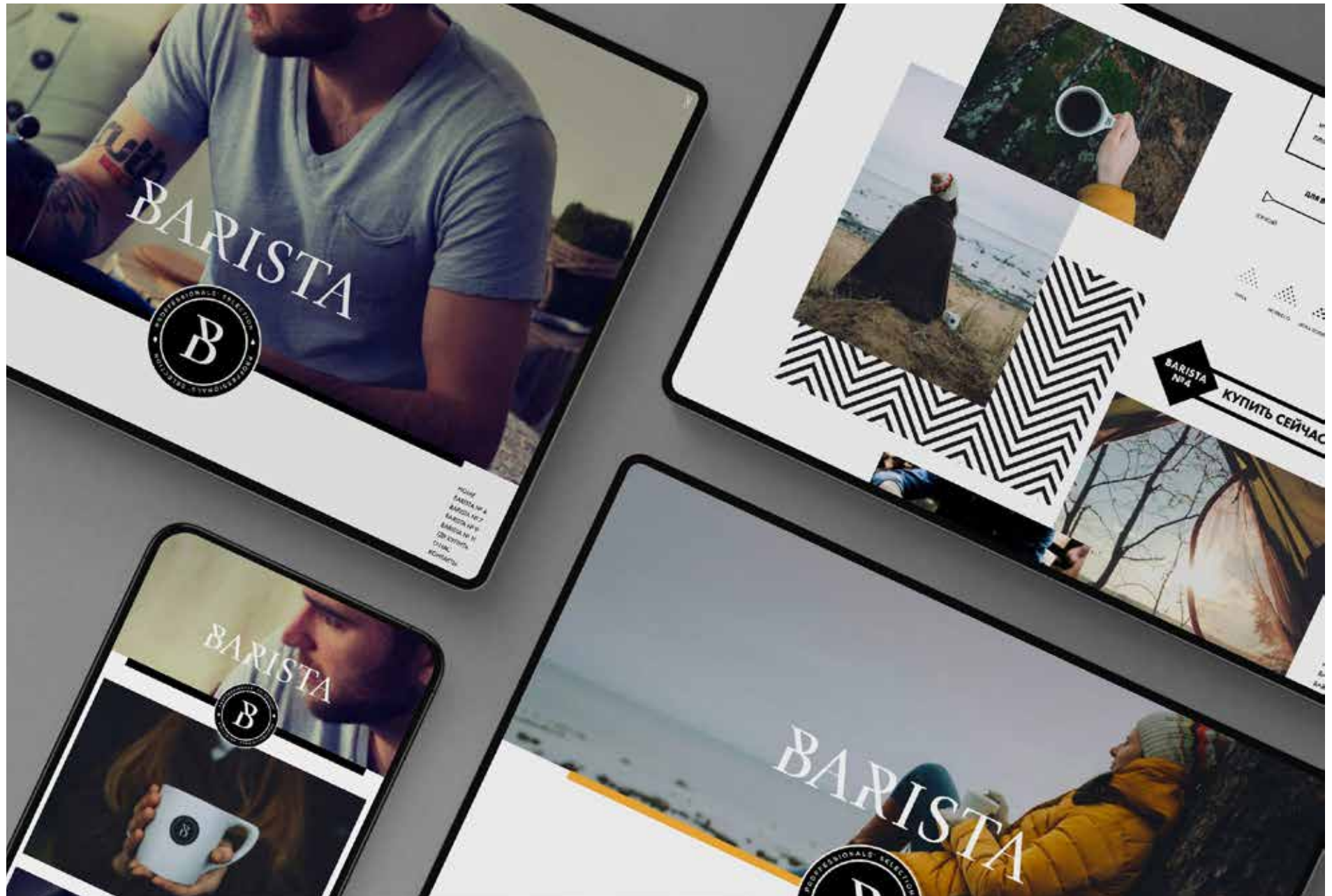


ART DIRECTION / STORYTELLING

CASE STUDY
SCR BARISTA BLENDS

CATEGORY
BRANDING / ART DIRECTION / PACKAGING / DIGITAL DESIGN

INDUSTRY / AUDIENCE
B2C RETAIL



DIGITAL DESIGN

Background

Pasti Pastaria is the Italian “take away” with varied and healthy pasta offers in many different variants. The pasta, which can be freshly enriched on site with fine pasta sauces, salads and other anti-pasti according to ancient Italian recipes. All this for an affordable price.

PASTI



BRANDING / COTTON BAG

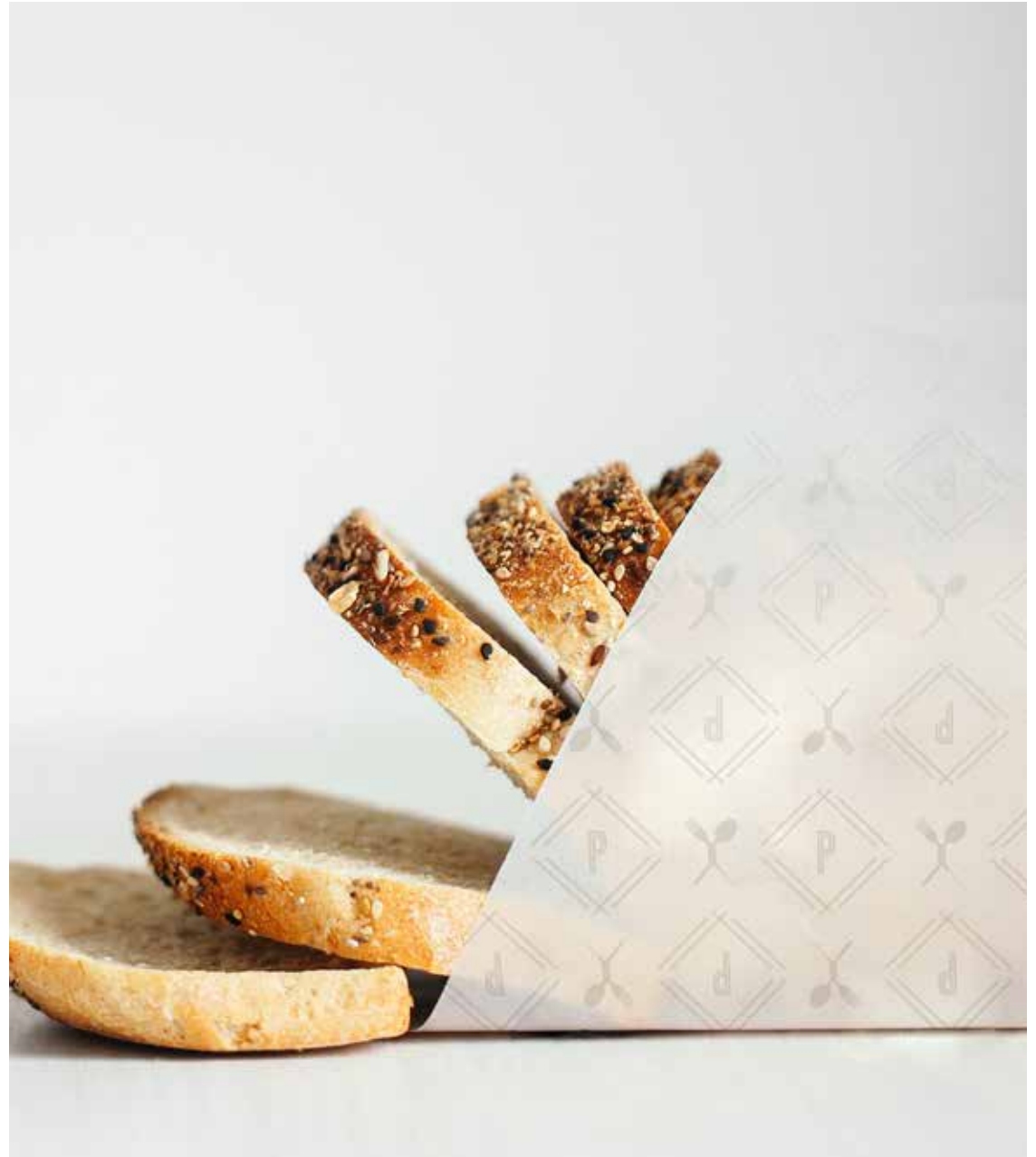
CASE STUDY
PASTI PASTARIA

CATEGORY
BRANDING / PACKAGING / SPATIAL DESIGN

INDUSTRY / AUDIENCE
B2C RETAIL



BRANDING / SIGNING



BRANDING / PACKAGING / WRAPPING PAPER



BRANDING / PACKAGING

CASE STUDY
DE HOOGH / KONDORWESSELS VAST-

CATEGORY
BRANDING / ART DIRECTION / DIGITAL DESIGN

INDUSTRY / AUDIENCE
B2C REAL ESTATE



SPATIAL DESIGN

CASE STUDY
DE HOOCH / KONDERWESSELS VASTGOED

CATEGORY
BRANDING / ART DIRECTION / DIGITAL DESIGN

INDUSTRY / AUDIENCE
B2C REAL ESTATE



ART DIRECTION / DESIGN DIRECTION

Background

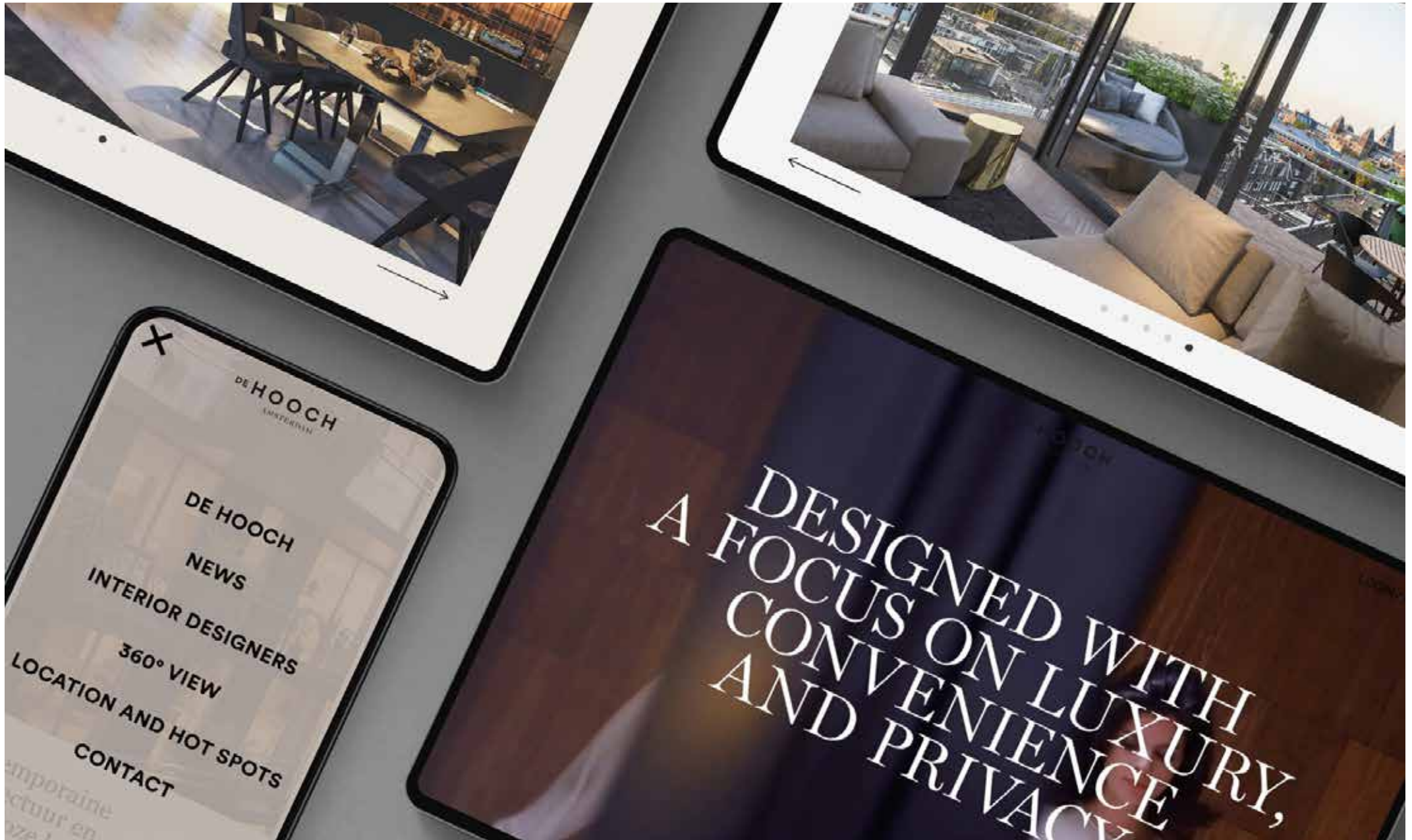
In what is possibly the city's most beautiful location, Roberto Meyer's MVSA Architects has designed a transparent building that provides wonderful homes and a wonderful way of life. This project is named De Hooch.

DE
HOOCH
AMSTERDAM

CASE STUDY
DE HOOCH / KONDERWESSELS VASTGOED

CATEGORY
BRANDING / ART DIRECTION / DIGITAL DESIGN

INDUSTRY / AUDIENCE
B2C REAL ESTATE



CASE STUDY
DE HOOCH / KONDERWESSELS VASTGOED

CATEGORY
BRANDING / ART DIRECTION / DIGITAL DESIGN

INDUSTRY / AUDIENCE
B2C REAL ESTATE



ART DIRECTION / STORYTELLING



ART DIRECTION



ART DIRECTION / STORYTELLING

CASE STUDY
DE HOOCH / KONDERWESSELS VASTGOED

CATEGORY
BRANDING / ART DIRECTION / DIGITAL DESIGN

INDUSTRY / AUDIENCE
B2C REAL ESTATE



ART DIRECTION / DESIGN DIRECTION

ART DIRECTION / DESIGN DIRECTION



DE HOOCH

A NEW EXPRESSION OF METROPOLITAN LUXURY

Background

Founded in 1921 to perform Bach's st Matthew Passion in the Grote Kerk, in Naarden, the Netherlands bach society has grown over the past century into a leading vocal-instrumental ensemble of national and international importance. NBV play, sing and pass on the work of bach and his contemporaries and kindred spirits. our musicians play authentic instruments and are driven by curiosity and the joy of music-making.

NEDERLANDSE
BACH
19
21
VERENIGING



CASE STUDY
NEDERLANDSE BACH VERENIGING



BRANDING / STATIONARY / BUSINESSCARDS

CATEGORY
BRANDING / CAMPAIGN IDENTITY / DIGITAL DESIGN

INDUSTRY / AUDIENCE
B2C CULTURAL



BRANDING / BROCHURES

CASE STUDY
NEDERLANDSE BACH VERENIGING

CATEGORY
BRANDING / CAMPAIGN IDENTITY / DIGITAL DESIGN

INDUSTRY / AUDIENCE
B2C CULTURAL



ART DIRECTION

CASE STUDY
NEDERLANDSE BACH VERENIGING

CATEGORY
BRANDING / CAMPAIGN IDENTITY / DIGITAL DESIGN

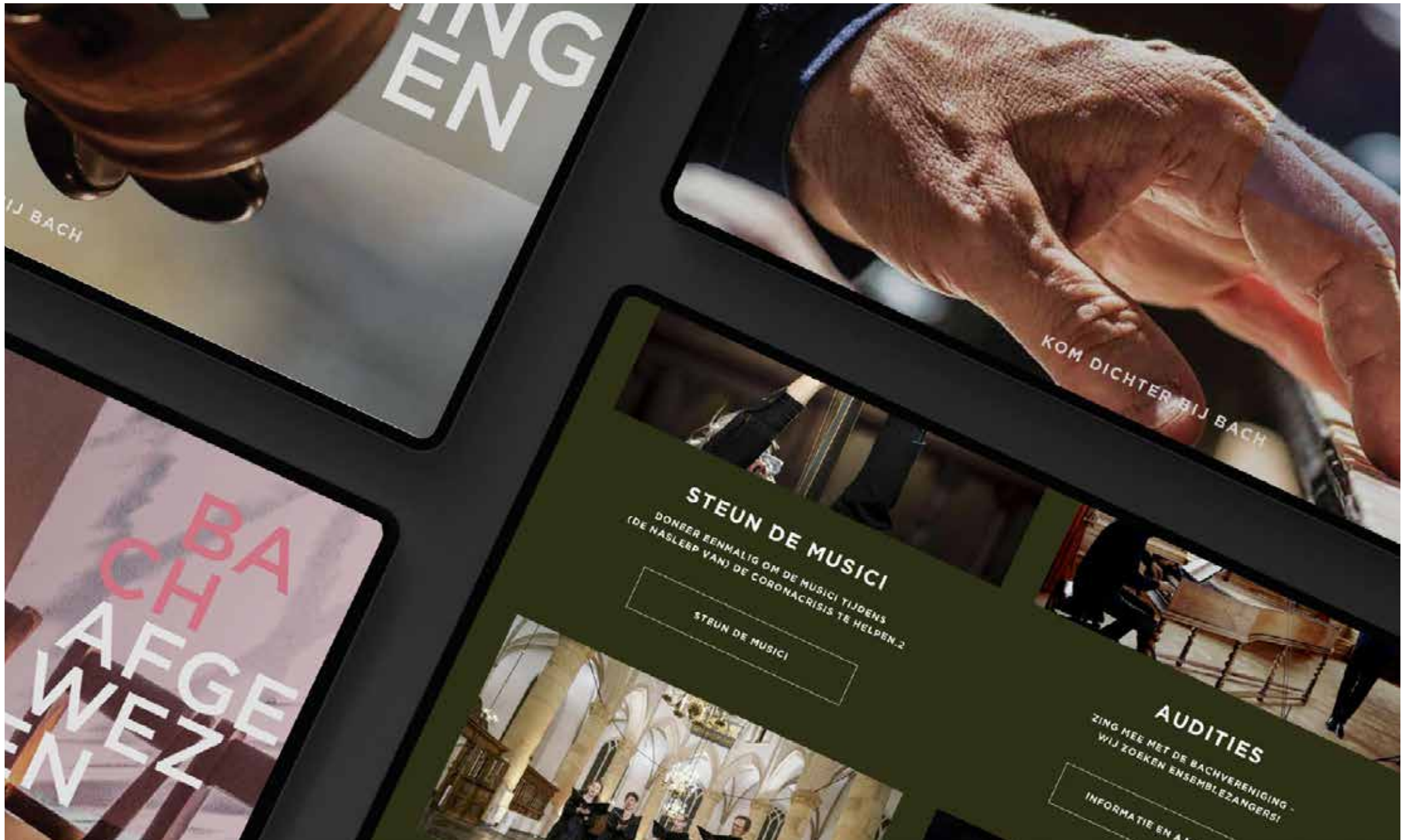
INDUSTRY / AUDIENCE
B2C CULTURAL



ART DIRECTION / DESIGN DIRECTION



ART DIRECTION / DESIGN DIRECTION





Background

Medtrum is a company dedicated to simplifying diabetes management stress. Medtrum develops and delivers medical devices that meet the needs of patients with different types of diabetes, create tools to bring convenience to healthcare professionals, and explore the frontiers in artificial pancreas research.

Simplifying Diabetes

Medtrum

CASE STUDY
MEDTRUM

CATEGORY
BRANDING / PACKAGING / DIGITAL DESIGN / POS MEANS

INDUSTRY / AUDIENCE
B2C HEALTH CARE



ART DIRECTION / STORYTELLING



BRANDING / PACKAGING / PAPER BAGS

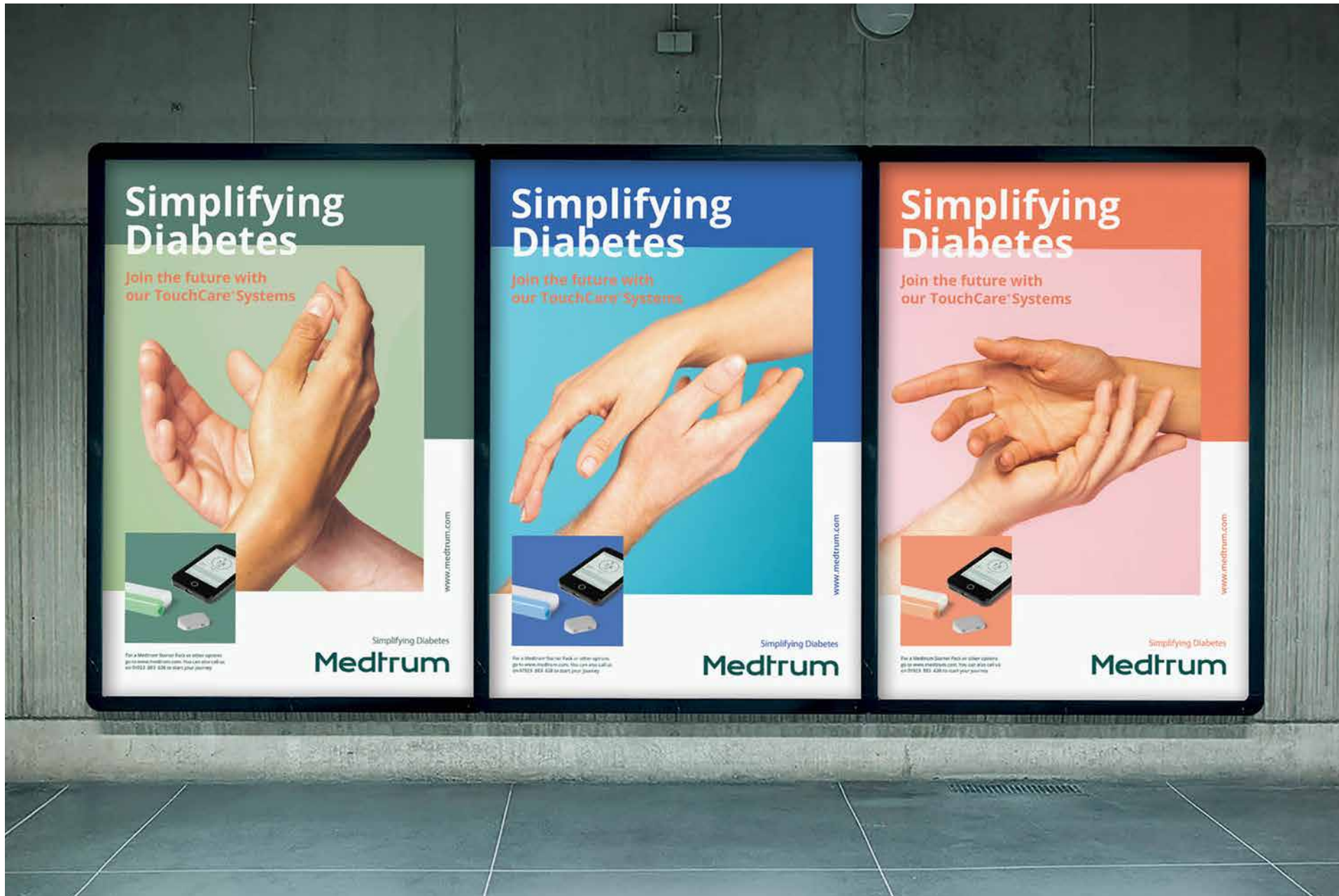
CASE STUDY
MEDTRUM

CATEGORY
BRANDING / PACKAGING / DIGITAL DESIGN / POS MEANS

INDUSTRY / AUDIENCE
B2C HEALTH CARE



BRANDING / STATIONARY / BROCHURES





ART DIRECTION / FLORAL DESIGN DIRECTION

Background

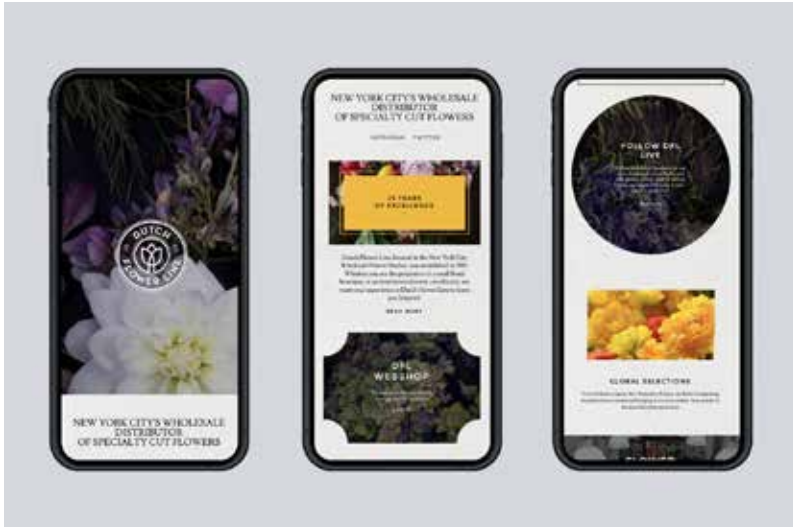
From their roots in the flower fields of holland, traditional dutch methods have been passed down through generations. dutch Flower Line bring their knowledge and traditions to the New York flower market. Whether you are the proprietor of a small floral boutique or an international event coordinator, Dutch Flower Line want your experience at their company to leave you inspired.



CASE STUDY
DUTCH FLOWER LINE NY

CATEGORY
BRANDING / PACKAGING / DIGITAL DESIGN / APPAREL

INDUSTRY / AUDIENCE
B2C / B2B RETAIL



DIGITAL DESIGN



BRANDING / STATIONARY / BUSINESSCARDS / GIFT BAG / COMPLIMENT CARD

CASE STUDY
DUTCH FLOWER LINE NY

CATEGORY
BRANDING / PACKAGING / DIGITAL DESIGN / APPAREL

INDUSTRY / AUDIENCE
B2C / B2B RETAIL



BRANDING / APPAREL / APRON

CASE STUDY
DUTCH FLOWER LINE NY

CATEGORY
BRANDING / PACKAGING / DIGITAL DESIGN / APPAREL

INDUSTRY / AUDIENCE
B2C / B2B RETAIL

DUTCH FLOWER

LINE

NY



ART DIRECTION / FLORAL DESIGN DIRECTION

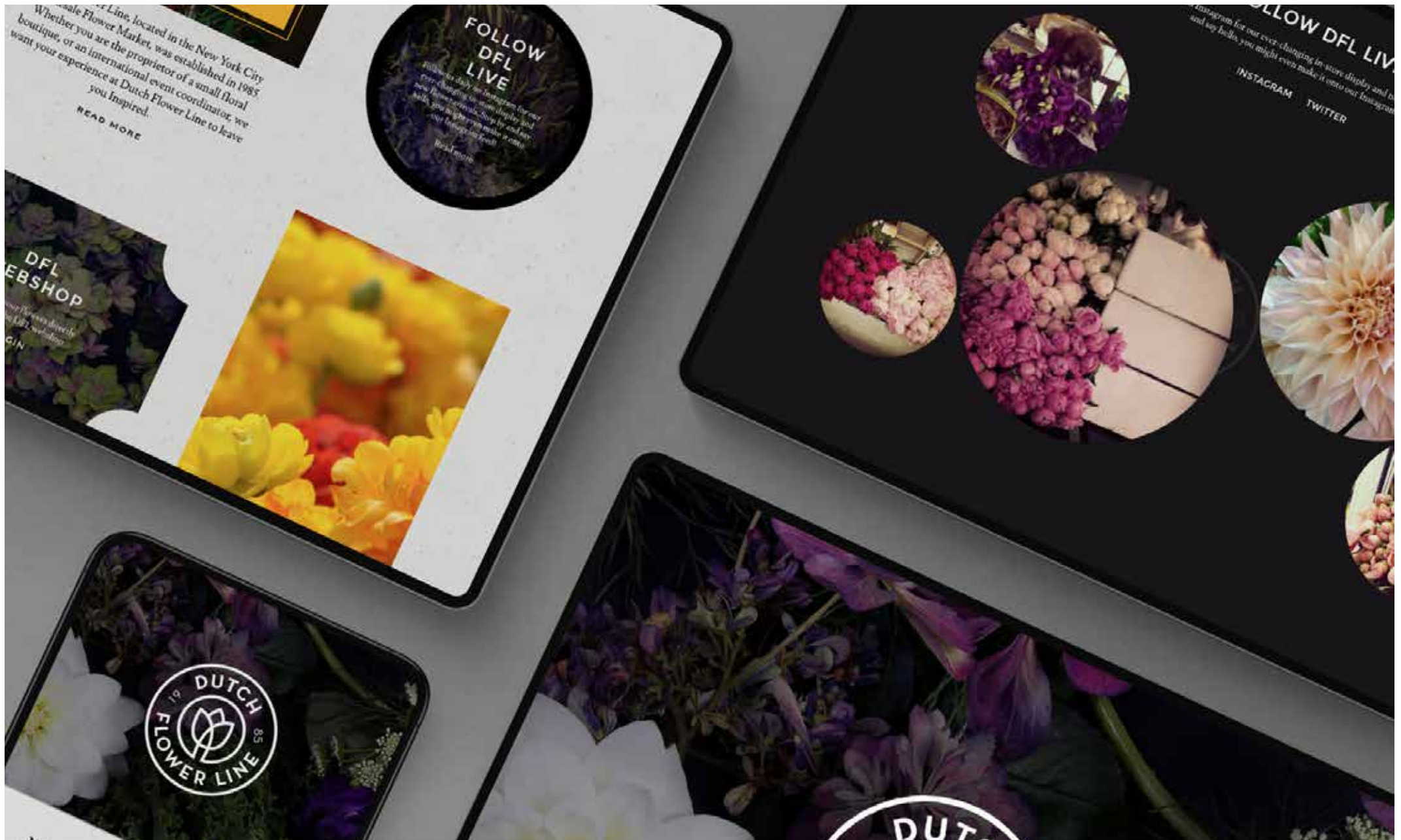


ART DIRECTION / FLORAL DESIGN DIRECTION

CASE STUDY
DUTCH FLOWER LINE NY

CATEGORY
BRANDING / PACKAGING / DIGITAL DESIGN / APPAREL

INDUSTRY / AUDIENCE
B2C / B2B RETAIL



DIGITAL DESIGN



Background

Fancy Vape is an international brand that originated from within the KangerTech company. Dutch design combined with KangerTech's manufacturing power is brought to life by an international team of professionals who all share the same vision to develop solutions to relish (aromatherapy) blends using vaporizers.



FANCY
VAPE™

CASE STUDY
FANCY VAPE

CATEGORY
BRANDING / PACKAGING

INDUSTRY / AUDIENCE
B2C RETAIL



ART DIRECTION



BRANDING / PACKAGING



Background

From my personal passion for fashion, I created my own Art of Noah apparel on a small-scale level, in which the love for typography is central.

ARTOFNOAH

CASE STUDY
ART OF NOAH

CATEGORY
BRANDING / APPAREL

INDUSTRY / AUDIENCE
B2C RETAIL

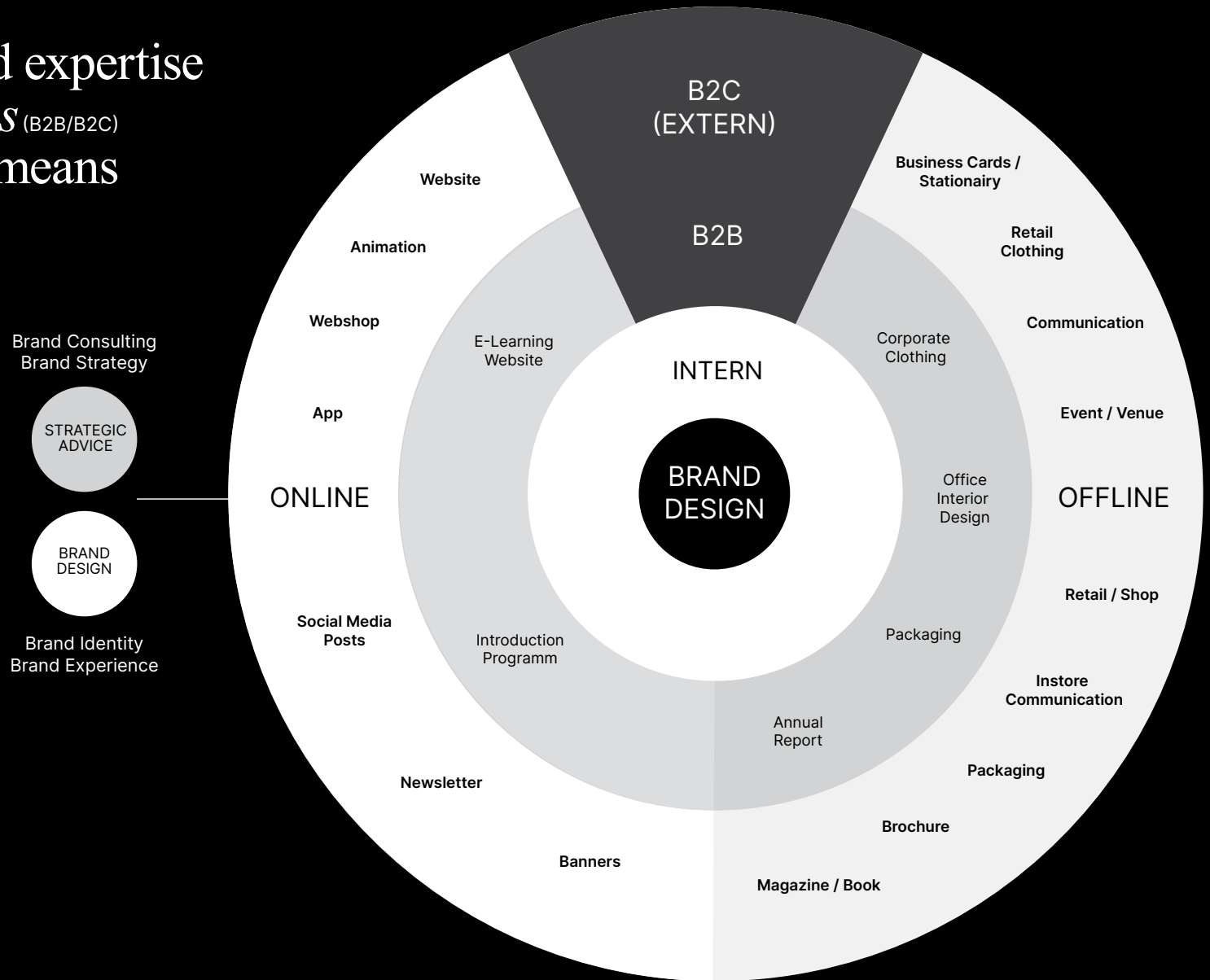


BRANDING / DESIGN DIRECTION / APPAREL



BRANDING / DESIGN DIRECTION / APPAREL

MY WORK **experience and expertise**
in various industries (B2B/B2C)
and communication means
through the years...



MY **reconitions**
through the years...

YEAR	INSTITUTE	AWARDS	CLIENT
2022	WEB EXCELLENCE AWARD	CERTIFICATE OF EXCELLENCE	DE HOOCH / KONDOR WESSELS
2017	ADCN	SIVER - CAMPAIGN / ACTIVATION	SIRE
	SAN	SIVER - PR CAMPAIGN / ACTIVATION	SIRE
2016	RED DOT DESIGN	RED DOT AWARD - PACKAGING	SOYUZ COFFEE ROASTING - PARETTO
	AWWWARDS	HONOURABLE MENTION HONOURABLE MENTION	SOYUZ COFFEE ROASTING SKYBOX DESIGN AGENCY
2015	RED DOT DESIGN	RED DOT AWARD - PACKAGING DESIGN	SOYUZ COFFEE ROASTING - BARISTA
		RED DOT AWARD - CORPORATE WEBSITE	SOYUZ COFFEE ROASTING
		RED DOT AWARD - CORPORATE IDENTITY	SOYUZ COFFEE ROASTING

YEAR	INSTITUTE	AWARDS	CLIENT
2015	THE LOVIE AWARDS	SILVER - BEST WELCOME / HOME PAGE BRONZE - BEST CORPORATE WEBSITE BRONZE - BEST FOOD & BEVERAGE	SOYUZ COFFEE ROASTING DUTCH FLOWER LINE SOYUZ COFFEE ROASTING
	AWWWARDS	HONOURABLE MENTION HONOURABLE MENTION	ROOM ON THE ROOF / BIJENKORF DUTCH FLOWER LINE
2014	AWWWARDS	SITE OF THE DAY HONOURABLE MENTION HONOURABLE MENTION	SOYUZ COFFEE ROASTING PHORCE SMART BAG SKYBOX DESIGN AGENCY
	AWWWARDS	SITE OF THE DAY HONOURABLE MENTION HONOURABLE MENTION HONOURABLE MENTION	SKYBOX DESIGN AGENCY SKYBOX DESIGN AGENCY SKYBOX DESIGN AGENCY SOYUZ COFFEE ROASTING
2013	ADCN	SILVER - PACKAGING HONOURABLE MENTION HONOURABLE MENTION	PEEPOTTY PACKAGING SOYUZ COFFEE ROASTING SKYBOX DESIGN AGENCY

LET'S *make something amazing*
together! *Let's talk* about an
business *opportunity*, or keep
in touch!

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