SUZETTE HUWAE

UI Design | Web | Landing Pages | Branding
Graphic | Digital | Print | Art Direction

Hi, I Am Suzette,
A Senior Designer

Savvy senior designer, living in London,
from Amsterdam. I worked across various sectors, including IT,
Finance, Fintech, Retail, Beauty, FMCG and Consultancy

About Me

I have over seventeen years of professional experience in graphic design, art direction, pre-press, artworking, and printing. I have worked across many different disciplines, including IT, fintech, beauty, retail, consultancy, local councils, and corporate companies. However, my journey began in a T-shirt printing shop in Amsterdam.

Over the years, I have worked for clients such as Bostik, Albert Heijn (Ahold Delhaize), Ingage Group, De Hypotheekshop, Nestlé, Deutsche Bank, A.T. Kearney, Thames Water Alliance, 8Works, Lauren Goodger, Uber, Metapraxis, O'Neill, Jaguar, Land Rover, Kruidvat, Halfords, Amsterdam West District Council, and Kensington Temple.

I have a strong creative foundation, having graduated with a BA (Hons) in Fine Art in Utrecht, The Netherlands. My background in fine art has given me a strong understanding of composition, colour, visual storytelling and creating impactful communication.
Alongside my formal education, I have continuously expanded my expertise through self-directed learning in digital design, branding and emerging creative technologies. I have completed various graphic design courses through recognised institutes and online platforms, including LinkedIn Learning (formerly Lynda.com), and studied Adobe Illustrator at the Sandmann Institute in Amsterdam.
Over the years, I have developed strong art direction skills through hands-on experience, working across branding, campaigns and digital design. This combination of artistic insight, strategic thinking and practical design experience allows me to create visual solutions that are both creative and effective.
I constantly keep myself up to date with the latest design trends through social media and YouTube, while always practicing and experimenting with new techniques.

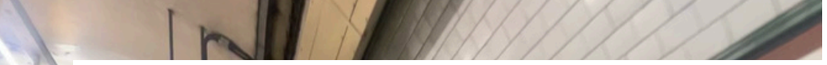
This is a collection of pictures from my phone. So it tells a bit about who I am.

Experience & Selected Projects

Bostik
Remote | 2025 | 2026
Ecommerce designer
I worked for Bostik a company in glue solutions. Creating and editing packshots of their products. Worked for the "German Amazon" called MEM.
Designed in Figma.

Bersama
Remote | 2025
Freelance Senior Integrated designer
Worked for this Magazine., Set up all pages. cover colophon, advertisements. Liasing with head editor, copywriters. Designed in Adobe Indesign.

Master Makers
Utrecht | 2023 | 2024
Freelance Senior Integrated designer
I have deployed my talent for various B2B projects at an advertising agency in Utrecht. My focus was primarily on developing concepts, where I transformed the rough sketches provided by the client into concrete and innovative visual representations. Leveraging my expertise in co-creation processes, I was able to present and facilitate complex issues, gathered ideas, and potential solutions in a visual manner. Additionally, I also developed wireframes and contributed to the design of flyers. Designed in Figma, Adobe XD, Indesign, Photoshop, Illustrator.



Ingage Group (Aetos)

Amsterdam Sloterdijk | 2022 - 2023

Art Director

Company in several label mortgages. I was responsible for the overall visual direction across the company and its sister companies, overseeing all design materials and brand consistency. Managed relationships with external agencies, printers and internal stakeholders to ensure efficient delivery of high-quality design solutions. Led the translation of complex information into clear visual communication, supporting workshops, presentations, brainstorming sessions and digital/physical design processes.
Developed brand guidelines, monitored brand implementation and presented creative concepts to stakeholders. Guided designers, introduced new structures to streamline design workflows, and created scalable solutions across digital and print. Worked extensively with Figma, Adobe XD, InDesign, Photoshop and Illustrator.

Albert Heijn (Ahold Delhaize)

Zaandam | 2019

Senior Creative designer | Artworker

High end supermarkets in Holland.
I worked here on many creative projects, as designer and alongside a lot of DTP work. My experience includes various creative projects, such as designing price labels for supermarkets, creating farewell books for employees, and developing seasonal postcards for holidays like Christmas and Easter. I also devised concepts to enhance the visual presentation in supermarket chains. Various projects: Designing flyers. Designed in Figma, Adobe XD, Indesign, Photoshop, Illustrator.

Octopus Investments

Chancery Lane, London | AUG - OCT 2017

Freelance Integrated Designer

For this investment company, I worked on various design projects including brochures, PowerPoint presentations, business cards. I also designed charts and awards. Designed in Powerpoint, Indesign, Photoshop, Illustrator.

Starbucks

Chiswick, London | 2017

Freelance Graphic Designer

Starbucks' European headquarters in London. I worked on various projects for the Benelux region. Designing internal magazines for baristas in the Benelux, designing sleeves for coffee mugs, as well as creating drawings for store displays. Designed in Powerpoint, Indesign, Photoshop, Illustrator.

Castle Trust

The City, London | MARCH - JUNE 2015

Freelance Integrated Designer

Within this financial company in the City, I deployed my creativity in designing various marketing materials, including brochures, digital banners, and business cards. Additionally, I applied my skills to tailor infographics to better align with the needs of the target audience. Designed in Powerpoint, Indesign, Photoshop, Illustrator.

Thank You For Your Time!

Skills

- ADOBE CC | HTML | CSS | Adobe XD | Figma
- OFFICE: Word, Excel, PowerPoint
- Proficient in: HTML, CSS
- Social Media: Facebook, Instagram, X, Pinterest, LinkedIn
- Experience with both Mac and PC platforms
- Assisting and setting up photoshoots
- Languages: Fluent in Dutch, English
  Intermediate in: German, French, Spanish
- AI tools: Chat GPT, Claude, Midjourney, Google Banana, Google Gemini.

Independent Creative Practice
Continued development of personal creative projects alongside professional design work, strengthening visual storytelling, concept development and creative exploration.

I am a highly hands-on professional who thrives both independently and within a team. I do my work with passion and I have a quote:
" I always work for the sake of beauty" by artist Takashi Murakami. I swear by this.

I have the urge to make improve things or make it more beautiful. I love the fact that I can use my creativity across all platforms. I love that I can work it together with art direction and graphic design.

Working multidisciplinarily has never been an issue for me. I love the diversity of it. In my portfolio you will find highlights of my design work throughout the years.

References Upon Request