

Portfolio

digital graphic illustration web UI

Bostik

digital | packaging | packshots | e commerce

BOSTIK
E-COMMERCE DESIGNER (REMOTE)

My latest project was for Bostik. Part of the Arkema Group, this company manufactures smart, innovative sealing and bonding solutions for the industrial, construction, and DIY markets.

THE CHALLENGE

They needed someone who could support the German section of Bostik. Packshots had to be created fast! I worked as an e-commerce designer, creating packshots for their products, inserting text and pictures, removing product backgrounds, and occasionally creating vector artwork.

THE HOW

I collaborated with the Bostik team online. I worked in Figma, utilising an existing file but setting up my own clean structure so the team could easily work within it too. I added pictures, and the team or my manager would provide edited versions. Since some packshots were incomplete, I had to verify vector symbols or create them myself from scratch.



Packaging labels, Blurbs
Created in Indesign & Figma

Afterward / Abbey Road

lettering | graphic design | print

THE AFTERWARD (BAND)

his is an awareness project which i worked on in assignment of The Afterward a Dutch American music band who is creating awareness for the Moluccan culture, worldwide. The project is called, The Spirit of Maluku. They were asked to record it in Abbey Road Studios.

THE CHALLENGE

They asked me to create a lettering for the shirts that the singers will be wearing. He liked my rawness in writing. So my unique handwriting would be very pronounced in this project. I was thinking if i would use digital lettering or handwritten. We agreed to have it original handwritten.

THE HOW

I have made so many sketches. I think 50 sketches. All different lettering and he chose the right letter of each sketch. I sketched many letterings. I made many versions and Ryan (From the Afterward) was checking i used Indian ink on paper. Then i scanned it and edited it in Photoshop. Uaising with the printer for a flock print for the t shirts. High quality print and shirts.



Castle Trust

digital | infographics | banners | google ads | brochures

CASTLE TRUST INVESTMENT BANK

Castle Trust is an investment bank in the City, focusing on mortgages and investments.

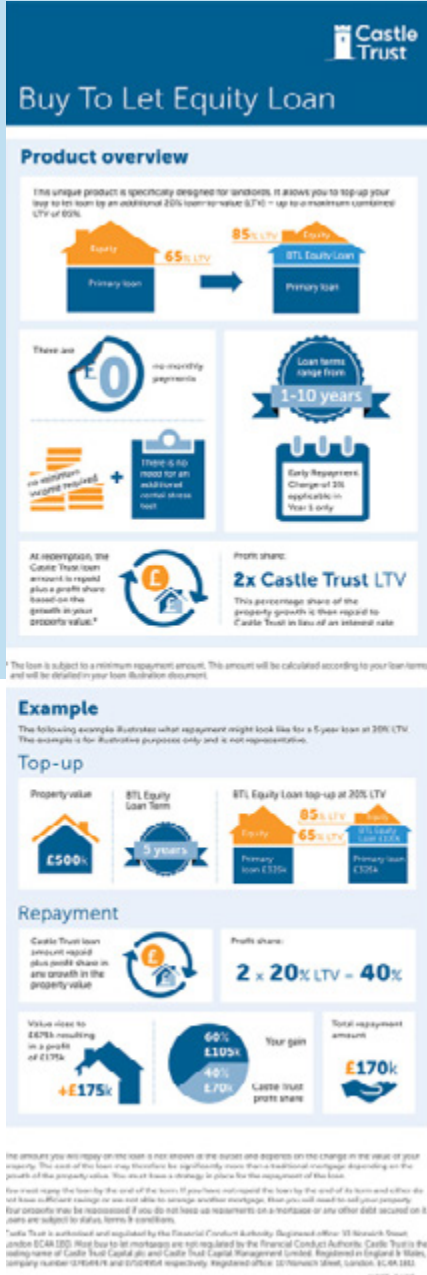
THE CHALLENGE

Due to the bank's rapid growth and increasing workload, I was brought in to support the marketing team. Working at a fast pace and getting things done, I had to adhere strictly to existing guidelines. It was challenging, as deadlines were tight.

My responsibilities included updating both B2B and B2C documents, as well as redesigning infographic icons.

THE HOW

I collaborated with two other designers, working on various ad hoc tasks for the company. I worked mostly in Adobe InDesign and Adobe Illustrator. My tasks included editing infographics and designing banners for Google Ads. Additionally, I designed a PowerPoint presentation and formatted business cards for individual employees within the company.



Castle Trust
Investment Bank
The City



BrandBook Suzette

print | brandbook | pages | lettering

BRANDBOOK SUZETTE HUWAE

I designed my own brand book to showcase my work, because besides designing, I also paint, illustrate, and create ceramics. I organized a photoshoot with friends, a makeup artist, and a model. I aimed for a magazine-like feel, mixing trendy typography with my own custom lettering. Hardcover.

THE CHALLENGE

Unifying a diverse creative practice spanning graphic design, painting, illustration, and ceramics into a single, cohesive brand identity without losing the unique essence of each medium.

THE HOW

Directing a fashion-inspired photoshoot, crafting custom lettering, and designing a high-end, magazine-style hardcover book using InDesign and Photoshop to seamlessly document my entire body of work. Every single detail was designed by me, from the layout of the cover, pages, and spine, to the blurb.



Ingage Group

digital | branding | print | landingpages | powerpoints | brandbooks | logo's

INGAGE GROUP
AMSTERDAM SLOTERDIJK
ARTDIRECTOR

Based in Amsterdam, Ingage Group (formerly part of CMIS Group) operates as a financial services company with over €6 billion in assets under management. They manage the entire lifecycle of investments, providing independent mortgage advice, mortgage servicing, and tailor-made investment solutions in the Dutch market. I worked here as Art Director for the entire company and all of its sister companies. They have several labels in mortgages: Investment Solutions, Servicing, and Franchise. The Franchise division includes brands and shops such as "De Hypotheekshop" and "Huis & Hypotheek". Other mortgage labels include Merius, Impact, and Hyra.

THE CHALLENGE

Ingage (later Ingage Group) needed a versatile Senior Art Director who could work across both print and digital media. They needed someone to bring a fresh vision to Ingage Group and all its labels. The task involved setting up brand books, creating new PowerPoint decks, and updating existing branding and corporate house styles. I was responsible for all design output in the company. I collaborated with external agencies (including a team of UX/UI designers) to visualize our websites according to WCAG standards, as well as with advertising agencies. I managed all creative output and ad hoc design tasks while leading two other designers.

THE HOW

First, I mapped out all the tasks to be completed across the company, establishing a clear structure and folder organization to ensure a smooth traffic flow for all employees. We used Asana to manage deadlines and daily tasks. I also led a photoshoot for all employees, collaborating with a photographer from my own professional network. I updated the brand books for each of the five existing labels. For the new label, Hyra, I created everything from A to Z alongside two other designers. For Ingage, the brand book was adjusted and elements were improved. These new branding elements were implemented across all internal materials, improving layout, user experience, website photo selection, page layouts, web animations, and copy editing. I also designed PowerPoint decks for the Investment Solutions and Franchise departments.

For this project, I managed the entire production process from A to Z. Leveraging my professional network, I curated the perfect creative team, bringing on board photographer Jessaja Hixia and hair & makeup artist Sade, creative director Kelly Abigail. I took the lead in all preproduction call-in meetings to ensure a shared vision.

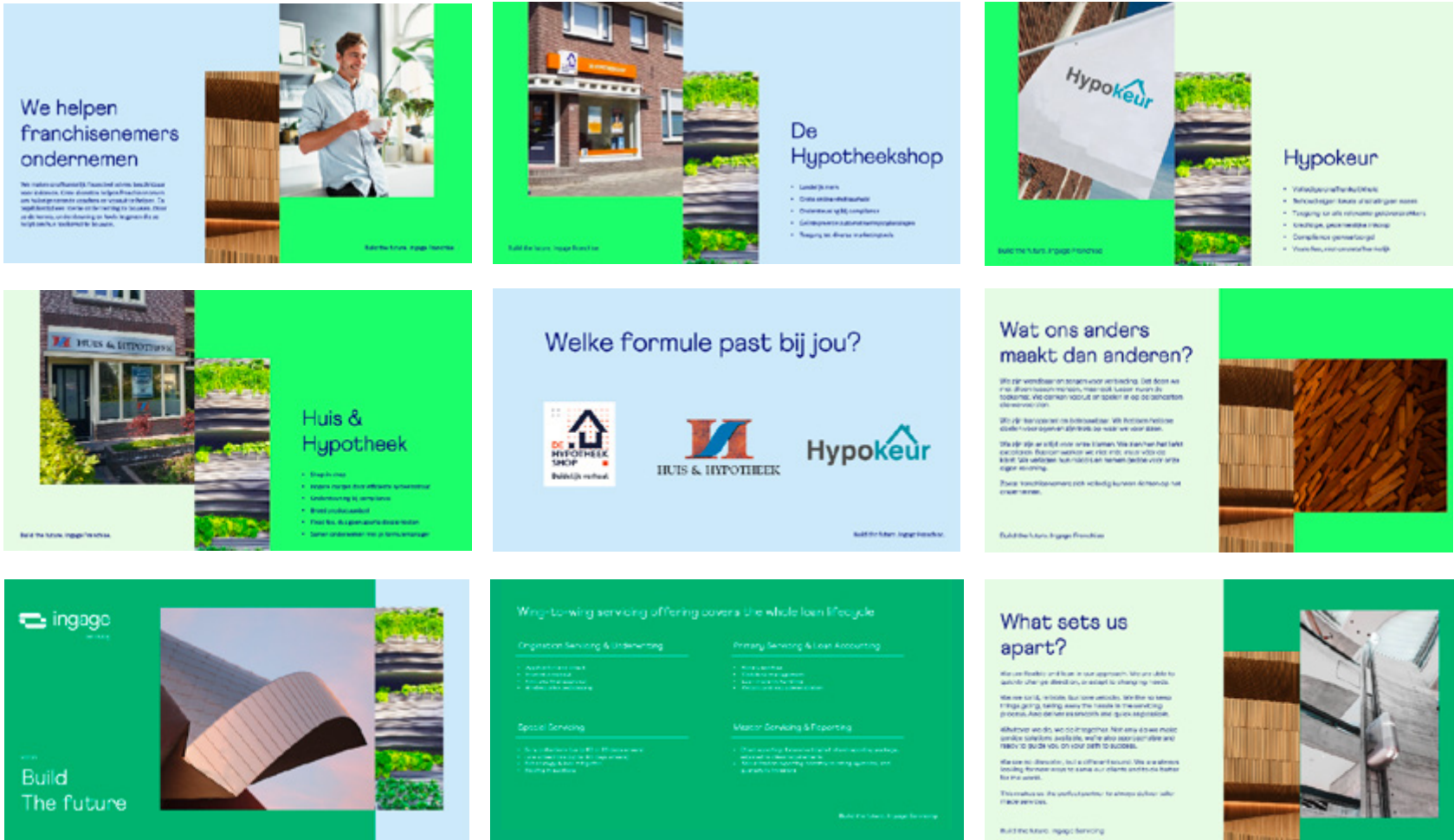
On the day of the shoot, I was responsible for the full logistics from managing the workflow and briefing the crew to organising lunch break ensuring a seamless experience where the creative team could perform at their best.



Photoshoot Staff
Ingage Group



Powerpoint decks for
department Franchise of Ingage
Group



Hyra

digital | branding | print | landingpages | powerpoints | brandbook | logo

HYRA
(INGAGE - ART DIRECTOR)

Hyra is a label of the Ingage Group, primarily targeting BTL (Buy-to-Let) customers. It is a Dutch mortgage lender specializing in Buy-to-Let (commercially rented) property financing for professional real estate investors. They provide mortgages for purchasing, refinancing, or improving residential homes and mixed-use properties throughout the Netherlands.

THE CHALLENGE

I essentially had to build this label from scratch. Having carte blanche, I updated the logo and house style. For the logo branding, I refurbished their logo and created a comprehensive brand book around it. We chose a Dutch look and feel, utilizing a palette of blue and orange, combined with photography featuring Dutch houses, properties and landscapes. I designed digital POS materials, including the Hyra Mortgage Guide, fact sheets, flyers, and business cards for the HYRA consultants. For the website, I liaised with an external web agency and UX/UI designers who built the platform, focusing on elements like icon design, wireframes, and landing pages. I also created social media mock-ups for LinkedIn and other platforms.

THE HOW

I established a project plan with strict deadlines for myself and the designers. Working together with another designer, I created the brief for the Hyra Mortgage Guide, which she then executed. I personally designed the brand book and its pages, and handled the logo refurbishment. Together with the external web agency, I made fine adjustments to the website, refining details such as colors, buttons, and images. I also collaborated with another designer to set up the social media layout and templates for Instagram and LinkedIn posts.



Jaguar Land Rover

digital | print | artworking | brochures

JAGUAR, LANDROVER, LONDON
ARTWORKER

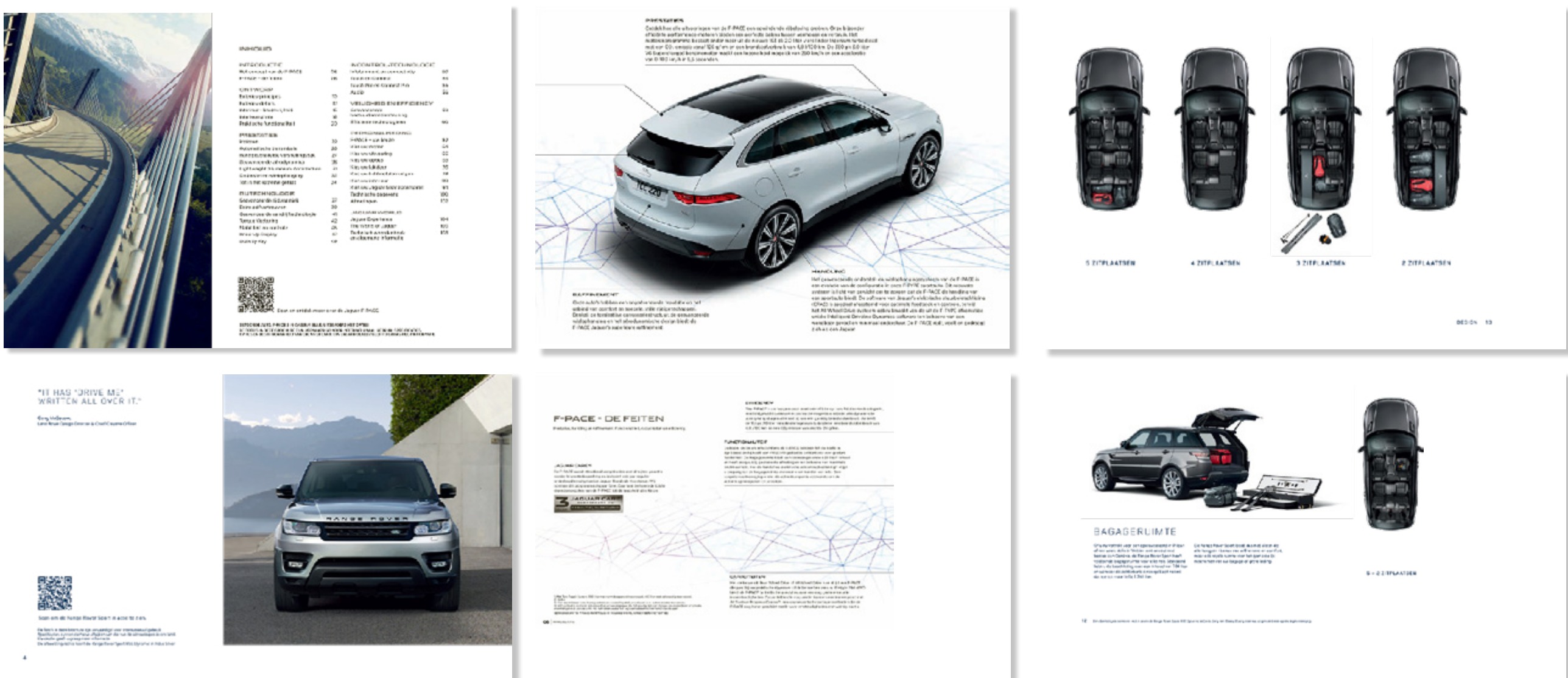
Worked for TAG agency in East London. TAG is a social-first, culture-driven creative studio based in London. Founded in 2018 by Alvin Owusu and Tumisha Balogun, the agency focuses on helping brands and cultural organisations authentically connect with new-gen and underrepresented audiences.

THE CHALLENGE

A busy season ahead! They needed support collaborating with the Dutch and German teams to finalize brochures. I worked on several projects for the Dutch and German markets, handling DTP artworking, editing text, and inserting imagery.

THE HOW

We worked in a team of around 20 DTP Artworkers. Collaborating closely with another designer, I was onboarded onto their SharePoint system to locate asset libraries and files that required modification. My tasks concluded with text editing and proofreading.



Starbucks

digital | print | posters | menu's| billboards | packaging | window | b2b magazine

STARBUCKS, CHISWICK LONDON
CREATIVE DESIGNER ARTWORKER

Starbucks is the world's largest coffeehouse chain, roasting and retailing specialty coffee. Beyond beverages, they focus on cultivating community spaces, often called the "third place" between work and home, while offering food, ready-to-drink beverages, and whole bean coffees.

THE CHALLENGE

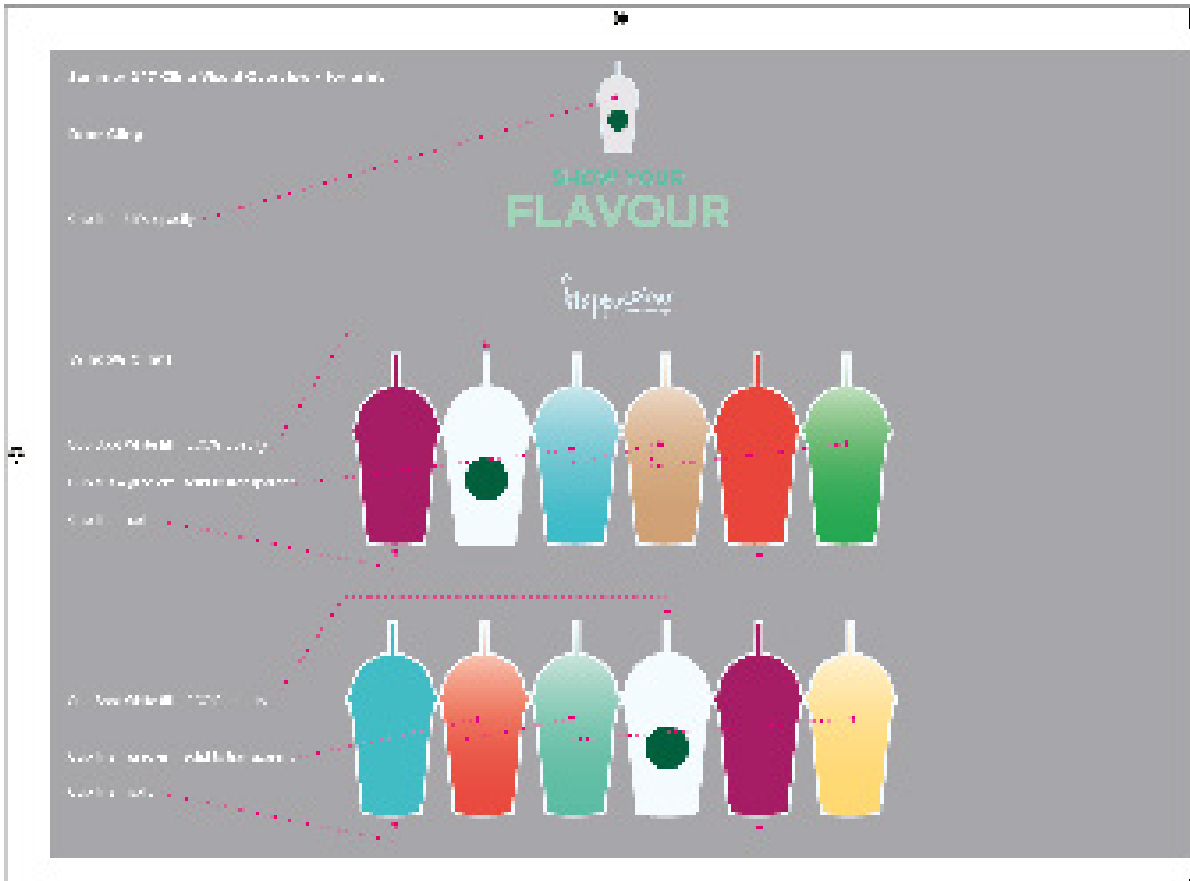
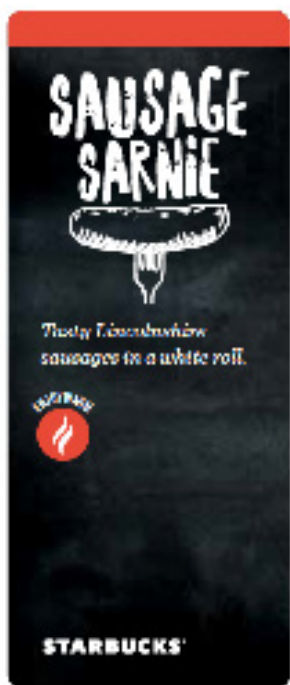
Starbucks needed a helping hand with their summer and fall campaigns on the European markets, such as the Netherlands, Germany, Switzerland and Austria. This is what it was about to change displays, posters and magazine content, both B2B and B2C. I have on worked on various projects, such as Seattle's Best Coffee, NITROGEN and Siren's Eye.

THE HOW

The office manager coordinated our workflow. I was assigned all files for Germany, the Netherlands, and Luxembourg. Due to high volume, I also supported the French department. Collaborating with two other designers who managed the French and Dutch accounts. I independently developed POS materials, including display sleeves for mugs, menu boards, posters, vouchers, and digital banners/posters for in-store displays. I sourced imagery from the Starbucks asset library and designed billboards and banners for UK branches. I utilized Adobe InDesign for all digital and print layouts, and Adobe Illustrator for digital artwork and illustrations.



Illustrations
Hand drawn in
Adobe Illustrator



O'Neill

digital | catalogue | artworking | apparel

O'NEILL AMSTERDAM
ARTWORKER

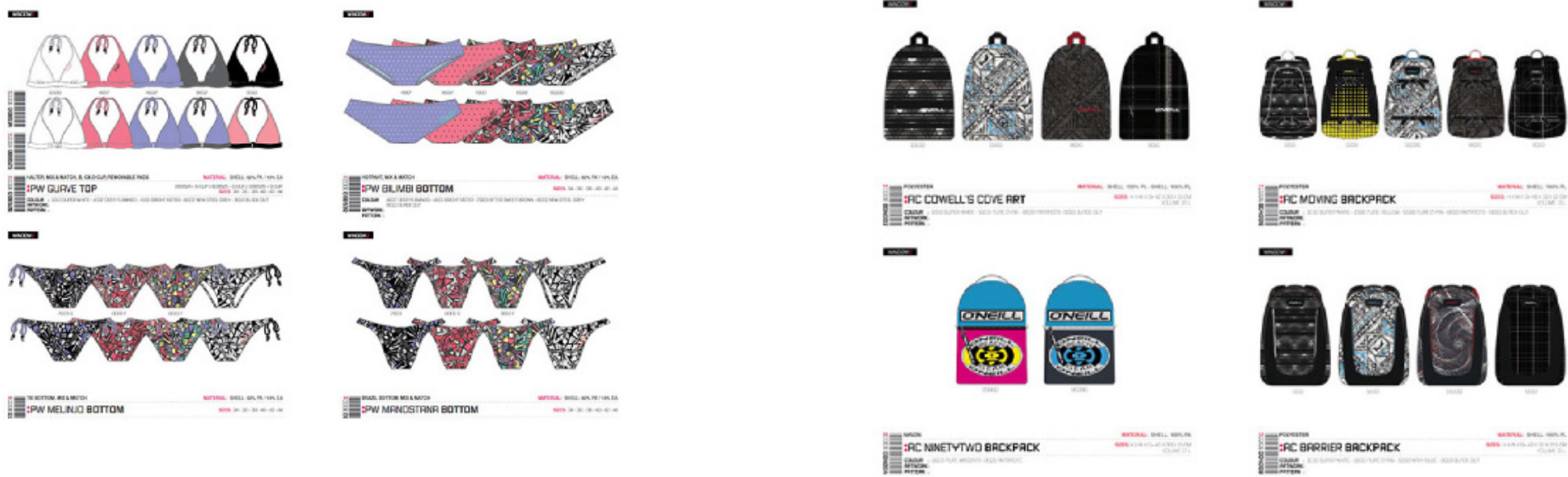
O'Neill is a surf, snow, and lifestyle brand. Founded in 1952 by Jack O'Neill in California, the company is world-renowned as the inventor of the neoprene wetsuit and the surf leash. Today, they operate as an international designer and retailer of surf apparel, snow gear, boardshorts, and active lifestyle clothing.

THE CHALLENGE

During a peak season, they required additional artworking support for their summer catalogue. The role involved typesetting text, managing product codes, and sourcing the correct imagery from their asset library.

THE HOW

I worked alongside three other Artworkers under the guidance of a Creative Director, who assigned tasks by product batch. Given the extensive page count of the catalogue, our entire production workflow was executed within Adobe InDesign.



Albert Heijn

digital | print | cards | dtp | banners | displays | POS adverts

ALBERT HEIJN, AHOLD DELHAIZE
ZAANDAM
INTEGRATED DESIGNER

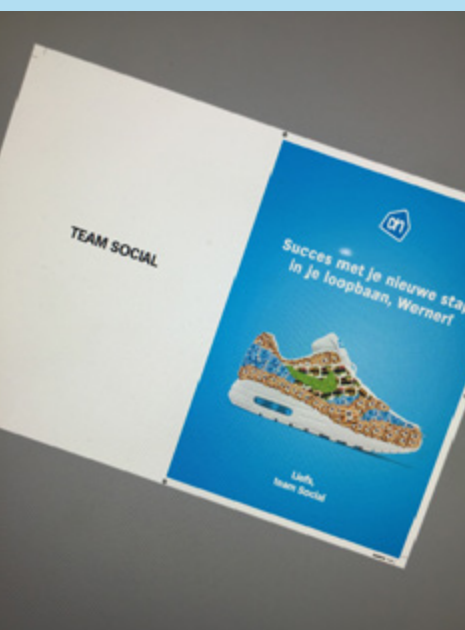
Albert Heijn is the largest supermarket chain in the Netherlands, offering groceries, fresh foods, and household items through a vast network of physical stores and a robust home delivery system.

THE CHALLENGE

Albert Heijn had set up a brand new studio dedicated to design and DTP artwork solutions. Due to high project volume, they required an Integrated Designer to handle conceptual designs and ad hoc tasks. My work included designing brochures, illustrating custom Christmas cards, developing in-store displays, creating digital website banners, and artworking price tags. I also designed a premium commemorative book for the Creative Director, who left the company after 11 years..

THE HOW

I integrated into a newly formed five-person team consisting of an office manager, two artworkers, and another creative graphic designer. I was granted full creative freedom to illustrate the Christmas cards in my own personal artistic style. The commemorative book also offered complete design freedom, provided it incorporated official Albert Heijn logos and brand colors. The objective was a luxury aesthetic utilizing premium paper stocks.



Master Makers

digital | print | landingpages | adverts | conceptual | illustration

MASTERMAKERS ADVERTISING AGENCY
UTRECHT NL
SR. INTEGRATED DESIGNER

MasterMakers is a Utrecht-based creative branding agency specializing in brand strategy, rebranding, and digital activation. Established in 1997, the agency positions itself as "the most Utrecht agency in the world."

THE CHALLENGE

Due to the sudden illness of a core team member, I was brought in to manage ongoing client assignments. The role required rapid turnaround on conceptual design tasks, digital landing pages, and marketing collateral, including digital flyers for a law firm.

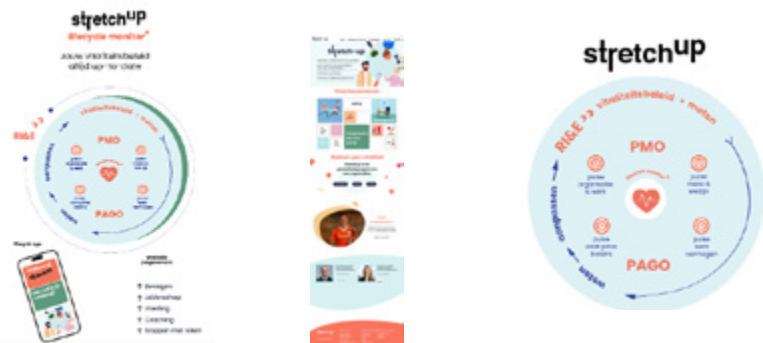
THE HOW

Nordsol: Working from client briefs for this bio-oil producer, I visualized their transport concepts by utilizing their brand colors (green and yellow) as a symbolic energy force. I also developed advertising concepts for Bio-LNG, using a droplet motif and a green color palette, and created website wireframes and layouts using Adobe XD and Figma.

Teletrain: Refurbished the company logo and designed responsive web layouts within Adobe XD and Figma.

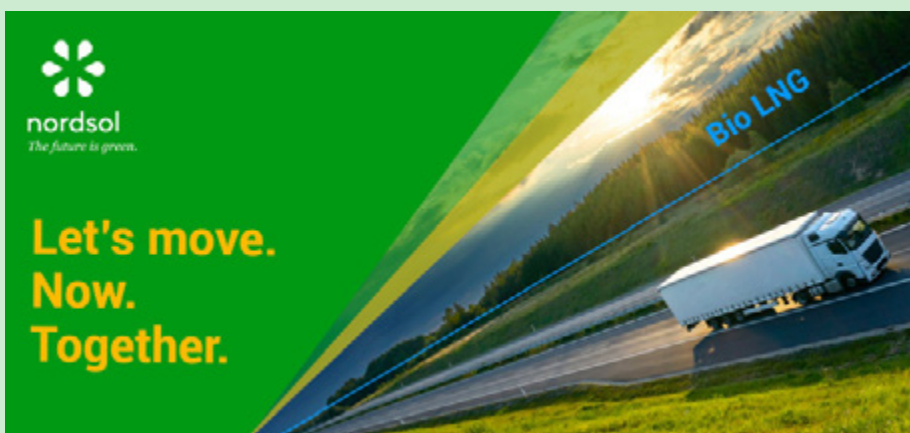
StreTch Up: Developed custom digital illustrations in Adobe Illustrator that aligned with the brand's corporate identity for a company focused on workplace wellness. My deliverables included flyers, brochures, and business cards.

Mollywood: Created landing pages for this film production company, utilizing curated stock imagery to establish their visual identity and defining the brand's primary color palette.

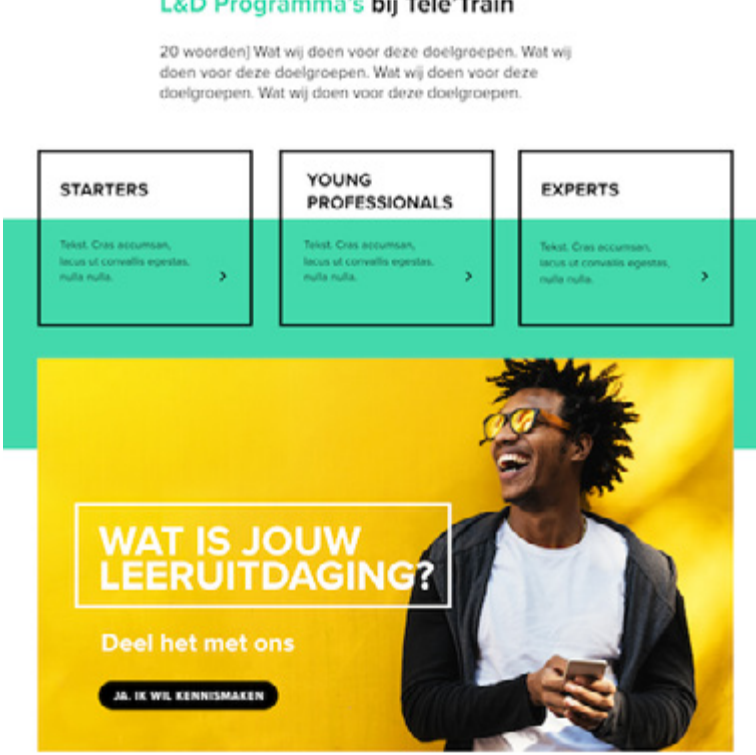
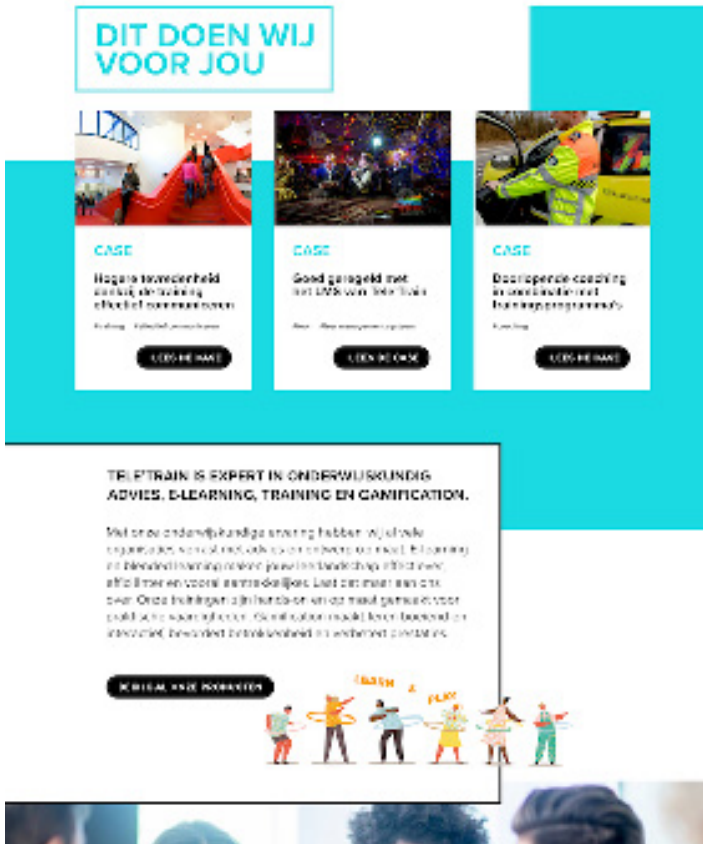


NORDSOL

Conceptual Design
created in Indesign & Figma,
Adobe XD



TELETRAIN
Landingpages
Figma,
Adobe XD



print | magazines | pages | adverts

Bersama Magazine is a Dutch publication dedicated to sharing the history, cultural heritage, and personal stories of the Dutch East Indies (now Indonesia) diaspora. The magazine is closely connected to Omroep Bersama, a broadcasting initiative created for the Indisch, Moluccan, Papuan, and Chinese-Dutch communities.

The editorial team is led by well-known Dutch film producer San Fu Maltha as editor-in-chief.

I took full ownership of the magazine's development from inception to completion. Acting as the central coordinator, I managed the entire process from A to Z. This included designing the corporate identity, formatting the masthead, laying out all articles, and seamlessly integrating photography and advertisements.

To ensure absolute quality, I maintained close and constant communication with the manager, editors, and copywriters.

I brought the magazine to life by designing every single page from scratch in Adobe InDesign. I carefully established the complete brand identity and visual style guide, ensuring a cohesive look throughout.

By combining my technical layout skills with proactive stakeholder management, I transformed raw content and advertisements into a polished, print-ready publication.

82 B 83

44 B

print | brochures | powerpoints

Founded in 2000, is a leading UK-based asset manager and part of the Octopus Group. It focuses on sustainable investments, including venture capital (VCTs/EIS), renewable energy, and smaller company growth, with a strong emphasis on addressing climate change and empowering people.

Octopus needed someone to help with design in a very busy season. Lots of tasks to be done in print and digital.

So they needed to have printed posters. We had to create it in Indesign. Together with another designer Sherill, we worked on these posters. The posters were already set up, it needed to be finished.

Pictures from a library. Texts we received from our Creative Director Steve. Powerpoints, creating Powerpoints from existing templates, inserting graphics, texts.

Brochure: I had to design a chart, edit and add text to the pages, create graphics and add existing graphics from the brandbook, insert pictures. I made this in Indesign. This brochure was used as a digital and a printed version.

Every day in their office in Holborn. Me and the other Designer
Sherif had to work together with Creative Director Steve.
We had to go through their Brandbook and guidelines.
After our talk we had to work on a brochure. Powerpoints.
Sometimes a brief presentation for some stakeholders.
Ad hoc business cards.

octopusinvestments

Fundraising New investments Dividends on investments Other cash spend Dividends Cash

octopusinvestments

¹ Octopus Ventures, Comparison of 2015 calendar year vs. 2016 calendar year
² Clearcast report on Octopus Titan VCT, August 2017

octopusinvestments

Thank You For
Your Time!