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## HELEN BOUMAN

### graphic design

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### SKILLS

Adobe InDesign	● ● ● ● ● ● ● ●
Adobe Photoshop	● ● ● ● ● ● ● ●
Adobe Illustrator	● ● ● ● ● ● ● ●
Adobe After Effects	● ● ● ● ● ● ● ●
Adobe Premiere Pro	● ● ● ● ● ● ● ●
Figma	● ● ● ● ● ● ● ●
Sketch	● ● ● ● ● ● ● ●

### ABOUT ME

Hi, I'm Helen. Designing is in my blood. You can call me a sucker for marketing. I'm that kind of person that NEEDS to buy something just because the branding really appeals to me. That's why I love to be part of the design process that creates brand awareness and inspires people exactly the way I am by all kinds of brands every day. It's my passion to design not only pretty but also functional designs for all kinds of target audiences. I've always been very fond of print and concept design, but later I also took a lot of interest in animation- and UI/UX design so I developed my skills in these areas as well. I'm curious, driven and always eager to learn. But there is much more to me than what fits in this small space. Would love to tell you more in person!

### INTERESTS



Design



Fashion



Food and drinks

## WORKEXPIERENCE

**LOAVIES** | August 2021 - current

### Digital Designer

In my position as Digital Designer I'm responsible for the delivery of different kinds of **visual output for all digital channels**. Furthermore I take part in the **concepting** and campaign meetings and oversee the art direction of the brand. Next to that I **inspire and give guidance** to young talented team members to achieve their goals.

**MR MARVIS** | February 2020 - July 2021

### Creative Designer

As Creative Designer I was responsible for the **outroll of spring/summer and autumn/winter campaigns**. My work consisted of **concept and creation** of all kinds of online and offline assets, such as magazine and newspaper advertisements, OOH: billboards & abri's, packaging & tags, e-mail newsletters, social media video's/ animations and designs for the brick and mortar stores. Furthermore I **guarded the brand consistency** throughout all content types and managed (external) creatives and ensured they produced at MR MARVIS' high standards.

**Mediahuis Nederland** | May 2019 - January 2020

### Visual Designer

In my position as Visual Designer I was responsible for guarding the brand consistency and the **execution of online and offline designs** of various brands. My work consisted of the design of web, app, marketing and social media assets for **digital brands** such as Relatieplanet, Dumpert, Autovisie, JAAP.nl, Groupdeal and Impulse. I've also been deployed as a **design consultant** for digital creative agency Wayne Parker Kent.

**Treatwell** | October 2017 - April 2019

### Graphic Designer

As Graphic Designer within the **global design team** I was responsible for the design of the online platform, campaigns, landing pages, newsletters, animations, social media assets, partnerships, online banners, billboards, bus- and taxidesign, flyers, tradestands and infographics for **11 countries**. Next to that I came up with campaign concepts where I was also **responsible for the execution of all assets** involved.

**Studio Room** | February 2016 - September 2017

### Freelance Graphic Designer

juli 2016 - september 2017

During my studies, I gained workexperience as a Freelance Graphic Designer at this creative studio. I was **co-creator of various designs** for LINDA. magazine, Heel Holland Bakt, Consumentengids, Adformatie, Room For Thought and Etos.

**Internship Graphic Design**

februari 2016 - juni 2016

## EDUCATION

### Hogeschool Utrecht

2013 - 2017

Communication and Multimedia Design  
(*Cum laude*)

### Grafisch Lyceum Utrecht

2010 - 2013

Graphic Design

### Christelijk Lyceum Veenendaal

2005 - 2010

HAVO, *Cultuur en Maatschappij*

## TRAINING

### Adobe animate

December 2019

Competence factory

### Infographics

November 2019

Competence factory

### Visual Design met Sketch & Invision

August 2019

Competence factory