



h

HELEN BOUMAN

graphic design

Date of birth: 02-06-1993
City: Utrecht
Country: Netherlands
Phone: 06 53 61 04 42
E-mail: helenbouman@hotmail.com
Website: www.helenbouman.com
LinkedIn: www.linkedin.com/in/helenbouman

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



WORKEXPERIENCE

MR MARVIS | February 2020 - current
Senior Creative Designer | March 2022 - current

Creative Designer | February 2020 - July 2021
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.

LOAVIES | August 2021 - February 2022
Digital Designer
In my position as Digital Designer I was responsible for the delivery of different kinds of **visual output for all digital channels**. I was mostly responsible for the creation of the layouts and design elements for campaign pages of weekly campaigns, (animated) social media assets and newsletters. Furthermore I would oversee the art direction of the brand and **inspire and give guidance** to young talented team members.

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
July 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.

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