

PERSONAL STATEMENT

I'm Sybren Stroo, born 24th of October 1985 in Vlissingen (Zeeland). Trained as a Master of Arts in Design, I'm a driven and experienced graphic designer with a professional conception of the complete route of creative communication, in both the digital realm as offline (i.e. print).

Educated in art-direction (Art & Design Lyceum, Utrecht), I strive to inspire and realize design projects from their strategic inception at concept and idea level, through to their practical and technical design execution. I - therefore - navigate through the creative process in projects individually or as lead in a team of designers.

An ever-growing portfolio includes environmental graphic design, brand identity projects, logo designs, stationary, presentation design, animations and artist impressions.

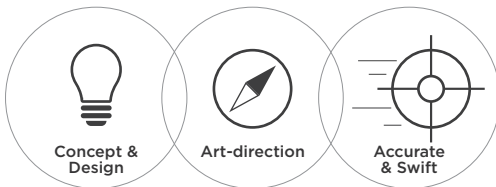
This extensive experience is powered by supporting small, large and global companies - such as Nike, Ogilvy, Sharp and Heineken - with their creative needs.

PROFESSIONAL EXPERIENCE

- January 2014 - present, Hilversum, freelancer
Nike EHQ, Brand Design & Retail: Visual Display Design
Advanced graphic design and art direction
- March 2016 - present, Utrecht, freelancer
FXMedia, Creative Concepts
Advanced graphic design and art direction
- February 2012 until October 2013, Utrecht, designer/associate
WeLinq // Creative Communications
Advanced graphic design and webdesign
- September 2011 until December 2011, Rotterdam, designer
LOLA Landscape Architects
Urban/landscape design, planning, graphic design
- September 2010 until March 2011, Utrecht, designer
OKRA Landscape Architects
Urban/landscape design, planning, graphic design
- February 2009 until June 2009, Rotterdam, trainee
Dept. of Urban Design & Development (DS+V)
Thesis about design toolkit for the urban quays of Rotterdam
- March 2008 until July 2008, Copenhagen, trainee
SLA Landscape architects
Urban design, graphic design
- September 2007 until februari 2008, Amsterdam, trainee
Dept. of Urban Design & Planning
Urban and spatial planning for commercial destinations in Amsterdam

SKILLS & KNOWLEDGE

01 skills



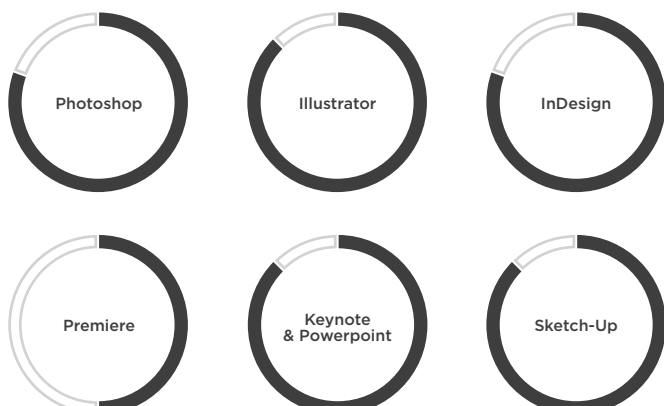
02 knowledge

Sense for typography	●●●●●●●●●●
Knowledge of colors	●●●●●●●●●●
Composition awareness	●●●●●●●●●●
Interface design	●●●●●●●●●●
Image editing	●●●●●●●●●●
Concept development	●●●●●●●●●●
Art-direction	●●●●●●●●●●

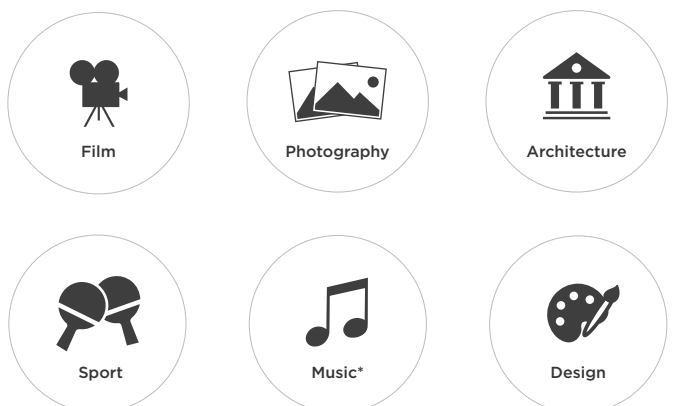
EDUCATION

- Professional Art Director**
Post-HBO course in art-direction (graphic)
2016
Professionals & Graphic Lyceum
Utrecht
- Master of Arts in Design**
Public Space Design
Open University London
2009 - 2010
HKU, University of the Arts
Utrecht
- Urban Design, engineer**
Spatial Design & Planning,
Bachelor
2005 - 2009
University of Applied Sciences
Utrecht
- HBO Foundation Course**
Land- & water management
2004 - 2005
IAHL Larenstein
Velp

SOFTWARE SKILLS



INTERESTS



(*Pssst... go to soundcloud.com/estrauch)