



Syb Stroo

Brand Designer

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Profile

I'm Syb, a passionate designer born in '85. With a Master of Arts in Design (HKU) and a background in art direction (Art & Design Lyceum, Utrecht), I specialize in crafting both digital and physical brand experiences. I lead design projects from concept to execution, blending strategy with creativity to bring ideas to life.

My diverse portfolio spans environmental graphic design, brand identity, UX/UI, stationary, presentations, animations, and 3D models. I've had the privilege of collaborating with companies like Nike, Sonos, Ogilvy, Sharp, and Heineken, helping them tackle their creative challenges.

Skills

- ● ● ● ● Adobe Creative Suite
- ● ● ● ● Concepting + Ideation
- ● ● ● ● Art Direction
- ● ● ● ● Spatial + Sketchup
- ● ● ● ● Motion + Edit
- ● ● ● ● Figma

Professional Experience

2024 - Present

Senior Brand Designer

Oy. Creations, Brand & Retail Design, Wormerveer

2021 - 2023

Brand Designer + Art Direction (Freelance)

VUUR, Ad Agency, Utrecht

2013 - 2019

Brand + Story Designer Retail (Freelance)

NIKE EHQ, Story Design, Hilversum

2016 - 2017

Graphic Designer + Art Direction (Freelance)

FXMedia, Digital Agency, Utrecht

2011 - 2013

Brand + Webdesigner (Founder)

WeLinq, Creative Web Agency, Utrecht

2010 - 2011

Urban + Visual Designer





LOLA, Urban + Landscape Architects, Rotterdam

2009 - 2010

Junior Urban Designer

OKRA, Urban + Landscape Architects, Utrecht

Education

-  **UX/UI Design + Research**
2019, Always be Learning, Amsterdam
-  **Art Direction Course**
2016, Grafisch Lyceum, Utrecht
-  **Master of Arts in Design**
2010, HKU + Open University London
-  **Urban Design**
2009, University of Applied Sciences, Utrecht

Personal Interests



Surfing



Running



Travel



Music*

*Spotify-playlist: Syb's Tutti Frutti