

portfolio



LOOKING AT THE BRIGHT SIDE



**WELCOME
TO MY JOURNEY**



**WILL YOU
JOIN ME?**

over



LOOKING AT THE BRIGHT SIDE

My journey as a designer started when I was a kid as I always was passionate about art, I start learning to draw and practicing my skills and get more and more into art. Some years later I discovered Photoshop and Illustrator and start experimenting with them.

When I discovered my passion for designing I decided to become a graphic designer and become self-learning it by learning theory, and history and improving my skills in poster design, logo design, and branding.

After more than 15 years experience with Adobe CC, I discovered AfterEffects and got absolutely addicted to motion graphics which I absolutely adore.

For few years I am working as a freelancer, all around graphic designer. creating artwork for different known retail brands, online services, motion graphics, Logo's, beautiful annual year reports full with infographics and images, updating and giving online support, creating online social messaging and all around graphic assignments.

I work most remotely from my home studio but enjoy working in a studio surrounded by creativity.

I am an eager person who loves to learn, the digital world, and searching for the right and quick solution of any creative complication. I am confident that my knowledge and experience can be efficiently use in any creative environment.

You could take a look at my video animation on my website: www.idikla.nl/idikla_portfolio/

In the following Portfolio you could explore my small selected work I made last 15 years working for different retail companies to known brands like, Nike Factory Stores, Asics, Bijenkorf, Adidas, Reebok and Decathlon.

Adobe CC 2023 - Full control with lots of extra technical knowledge.



design



LOOKING AT THE BRIGHT SIDE

BANNERS // ONLINE

HNPf **Laten we samen groeien**

Misschien wel het afhankelijkste pensioenfonds van Nederland.

HNPf **Laten we groeien!**

Sluit je aan bij het onafhankelijkste pensioenfonds van Nederland

Laten we groeien!

Sluit je aan bij het onafhankelijkste pensioenfonds van Nederland.

HNPf Het Nederlandse Pensioenfonds
De kracht van het onafhankelijk collectief

HNPf.NL

'Soms is het eind van de maand van acutere zorg dan het eind van de wereld'

Future of Work 2021

Heb jij eigenlijk wel zinvol werk? En een zinvol leven?

Future of Work 2021

Je wordt niet geboren als manager, dat word je al struikelend!

Future of Work 2021

Wij zijn Effecta. Wij geloven in vermenselijking van technologie. Contact is een fundamentele menselijke behoefte. Wij gaan voor écht contact, tussen mens en machine. Om dit waar te maken zijn wij op zoek naar jou.

Wil je werken bij Effecta? Bekijk dan onze huidige **vacatures**.

ROBERT CLINICS[®]
AESTHETICS & SKIN CARE

THE ART OF NATURAL BEAUTY

MAAK EEN VROBLIVEND AFSpraak

ROBERT CLINICS[®]
AESTHETICS & SKIN CARE

THE ART OF NATURAL BEAUTY

MAAK EEN VROBLIVEND AFSpraak

cardano

De Grote Oversteek:
RONDETAFFELSESSIE

cardano

Waar doen we echt goed aan?

aclam

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design



LOOKING AT THE BRIGHT SIDE

Reebok // Basketball // NewsLetter

Reebok

Paul Gudde recognizes Allen Iverson's footprint throughout his life path.

Being different isn't a bad thing. It means you're brave enough to be yourself.

Reebok Europe and Foot Locker Europe team up to continue to drive the needle with grassroots Basketball with the aim to inspire the new generation of ballers to **explore, be different and stay true to yourself.**

Last month, we launched our Question Mid Red Toe with grassroots basketball Team Fly Paris where we focused on telling a story through the 3 member's individual aspirations and inspiration behind **Allen Iverson.**

For our latest **FW21 basketball campaign** with our **Question Mid** franchise, **United by Basketball**, we partnered once more with Team Fly Paris and brought one of Germany's finest, **Paul Gudde**, to speak about basketball heritage through the lens of Allen Iverson.

As a former basketball player turned **skill development coach**, he's been an instrumental part of young up-and-coming talents and NBA players to find new ways in how they can achieve **new heights with their basketball.** With his own skill development facility, **Basketball Atelier**, he has accomplished a true baller's dream focusing on coaching passionate athletes from all levels and backgrounds.

For our **FW21 campaign**, United by Basketball, we brought together French grassroots basketball **Team Fly Paris** and Paul Gudde, who are not unfamiliar to each other, to elevate their training through the lens of Allen Iverson. Focusing on our mission, **to be the authentic brand in sport and lifestyle**, we let them learn from their strengths and show the community that basketball has no borders.

Team Fly, consisting of members Chris, Emeric and Yohan are known in the **Parisian scene** as one of the best collective of dunkers around. In contrast, Paul has established a long career in the **German community of ballers** for his extraordinary ball handling and creative style of play.

As a player that plays differently from what others might expect, Allen Iverson had always the answer to a situation by being different. A master at changing pace, a player that operated in the grey area of basketball who's size was not an obstacle showed him that **it's ok to be different, to do something like nobody else, to be true to yourself and most importantly, stick with it.**

Our campaign, produced by Trajectoire Studio, was shot in France, in the 13th arrondissement within the cosmopolitan city of Paris. The Question Mid United by Basketball design is inspired by global basketball competitions and features a distinctive logo and colors inspired by historic championships fights. Whichever team you're rooting for, these sneakers remind us of what matters most: our love of basketball.

As part of the digital campaign, launching today on 11th November, we'll be taking over all FLE digital channels, including homepage, social media, newsletter as well as the Raise the Game basketball hub. We'll be seeding to multiple passionate talents who are raising the game on- and off court in the basketball communities of the UK, France, Italy & Spain. Adding something very special to the mix, consumers will get a chance to win a signed pair by Allen Iverson, exclusively available via FLX, Foot Locker's membership program.

Reebok

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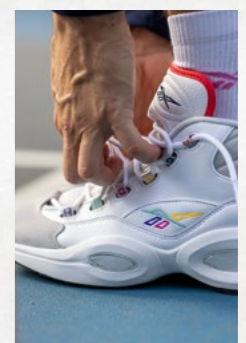
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Reebok **Foot Locker**



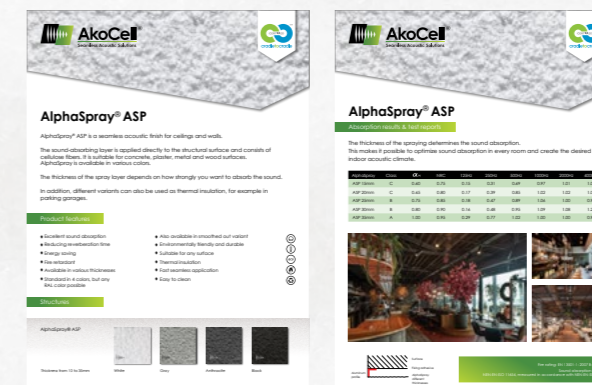
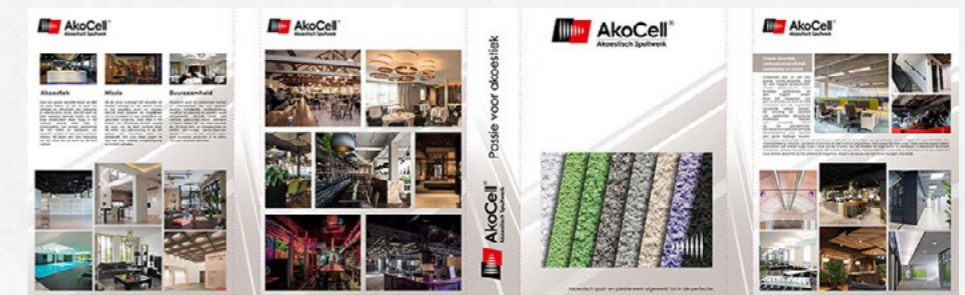
design



LOOKING AT THE BRIGHT SIDE

AkoCell // Akoestisch spuitwerk

AkoCell is one of my clients which I give a graphic services of any kind, from Logo's for new products, banners, online and offline, motion promos, different brochures or special promotion maps for their clients.



design



LOOKING AT THE BRIGHT SIDE

Uganda // DESIGN REPORT

For a Freelance assignment I have been asked to design a full report – Justice Needs & Satisfaction Report – Uganda 2020.

The report is full of infographics, beautiful images of Uganda and lots of illustration. take a look at a few pages here below.



desktop



LOOKING AT THE BRIGHT SIDE

Powerling // Shell // Sustainability_Brochure

Samen de uitdaging van de energietransitie aangaan



Aan de slag

Voor meer informatie over onze diensten voor onderweg en op kantoor, waarmee we u kunnen helpen om uw wagenpark met de tijd mee te laten gaan, kunt u contact opnemen met uw Shell accountmanager of ga naar shell.nl/shellcard.

We zijn er om u te helpen uw doelen te bereiken in een sector die voortdurend in ontwikkeling is. Uw doel kan zijn om slimmere manieren van werken te ontdekken, fraude te voorkomen, veiliger en efficiënter te werken, efficiëntie te maximaliseren, besparingen te realiseren of duurzamere keuzes te maken voor de toekomst. Waar u ook naartoe wilt met uw bedrijf, Shell Fleet Solutions helpt u er te komen.

ONDERWEG DUURZAAMHEID

SHELL FLEET SOLUTIONS
TOGETHER ANYTHING IS POSSIBLE

Schoner ideeën voor uw wagenpark

In werk stadium u zich ook bereid op weg naar het veranderen van uw vloot, Shell kan uw wagenpark helpen stellen over te gaan op een duurzamere en efficiëntere manier van werken.

Wij helpen u de juiste oplossingen te vinden en te implementeren. Dit kan betekenen dat u uw vloot vermindert of dat u overgaat op elektrische voertuigen. Het kan ook betekenen dat u uw vloot verduurzamt door de inzet van duurzame brandstoffen. Het kan ook betekenen dat u uw vloot verduurzamt door de inzet van duurzame brandstoffen.

De grootste reden is dat er veel manieren zijn om uw wagenpark duurzamer te maken. Het kan betekenen dat u uw vloot vermindert of dat u overgaat op elektrische voertuigen. Het kan ook betekenen dat u uw vloot verduurzamt door de inzet van duurzame brandstoffen.

58%

van de wagenparken voorlicht vervoer zou dichter volledig elektrisch/hybride zijn

01 Vermijden

Elektrische mobiliteit, of deze nu wordt geleverd door waterstof of een accu, zorgt ervoor dat uw wagenpark zonder schadelijke emissies kan draaien. En wanneer hernieuwbare elektriciteit wordt gebruikt om de waterstof te maken of de accu te voeden, kunt u daadwerkelijk in een voertuig rijden zonder uitstoot te genereren. Shell kan u op twee belangrijke manieren helpen bij de overgang naar elektrische mobiliteit: elektrische voertuigen op accu's en brandstofcellen.

Bereik uw doelen

Wagenparkkanten staan tegenwoordig voor de uitdaging om uitstoot waar mogelijk te verminderen of om voortdurend overvloedige uitstoot te verminderen. De uitstoot die overvloedig is als gevolg van de huidige technologieën en producties kan op korte termijn worden gecompenseerd.

Om u te helpen elk van deze doelstellingen te bereiken, hebben we een holistische reeks geavanceerde tools, brandstoffen, technologieën en diensten ontwikkeld waarmee kan worden voorzien in de behoeften van verschillende voertuigen, regelgeving en mobiliteitsuitdagingen. Met één leverancier, één betaalvoort en één factuur kunt u nog gemakkelijker overstappen op een duurzamer wagenpark.

80%

potentiële waardevermindering voor bedrijven die welke brandstofkeuze zijn die het goed geprojecteerd en geïmplementeerd is

01 Vermijden van uitstoot

02 Verminderen van uitstoot

03 Compenseren van overvloedige uitstoot

01 Vermijden van uitstoot

02 Verminderen van uitstoot

03 Compenseren van overvloedige uitstoot

Slim thuis, op het werk en onderweg opladen

Ongedacht hoeveel elektrische en hybride voertuigen zich er op dit moment in uw wagenpark bevinden, Shell biedt u een reeks oplad-, betalings- en beheeropties die u helpen eenvoudig en doeltreffend de overstap te maken, kosten te beheersen en uitstoot te verminderen.

Met uw Shell Card kunnen chauffeurs betalen voor aanvullende opties op het gebied van Shell Recharge netwerk in Europa (bevoegd Nederland).

Zo kan uw wagenpark worden aangezien op de modernste cloud-gebaseerde platform die u gratis en veilig en betrouwbaar kan gebruiken voor alle elektrische voertuigen.

Elektrisch opladen is eenvoudig te beheren met behulp van uw Shell Card

- Handig zijn op een netwerk en verspreid over mogelijk
- Stel kosten met een van de kosten - Invoerbetalings voor maximaal, betaald voor gaten
- Verhoog de kosten automatisch wanneer u overstapt met opslag van kosten
- Dien reparaties die tegen betaling zijn - Automatisch met een vooraf vastgestelde maximum op de lokale factuur
- Verhoog de kosten automatisch wanneer u overstapt met opslag van kosten
- Probeer een geavanceerde technologie met integratie van kosten die u helpen eenvoudig te beheren en te betalen

design



LOOKING AT THE BRIGHT SIDE



5 EDITIONS

End year school book

I introduced to my son school the concept of the end year book, to all the children that finished the elementary School. I thought of the concept, build the structure and communication, organize the printer and of course the layout of the book.

Every child got one page in the book, with pictures from the last 8 years

(supplied by the parents), as well as a memory he wrote over the period.

This project was a volunteer work which I am so proud of. Every year with great pleasure to come to the school and give the children the books, and to see their excitement. Love it. I created this book for 5 years. until my child finished successfully the elementary school.



infographics



LOOKING AT THE BRIGHT SIDE

INTERACTIVE - INFOGRAPHICS

alle illustraties zijn op maat gemaakt;

interactive functions

interactive functions



interactive functions

interactive functions

retail



LOOKING AT THE BRIGHT SIDE

Asics is one of my favorites brand, we were given much more freedom to create the stores and in-store elements.

My responsibilities were to create artwork for Windows, instore elements, create style guide for the stores and preparing all for print-production.

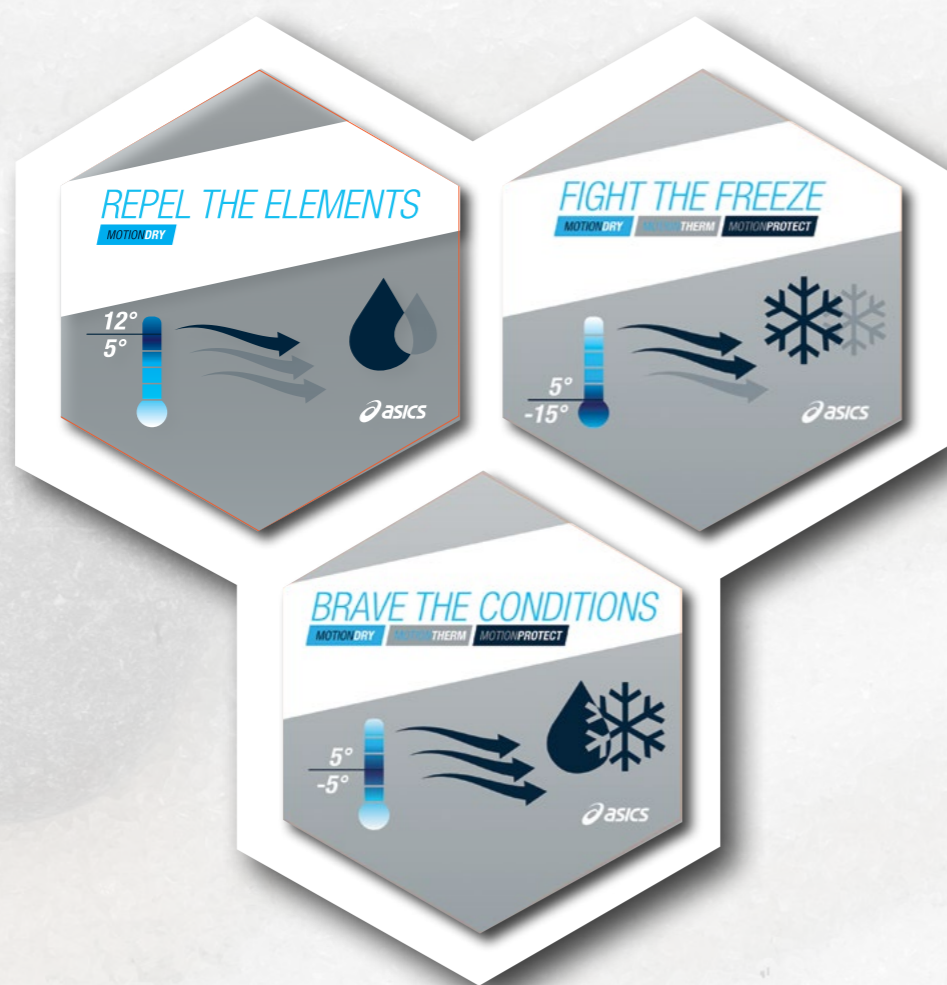


retail



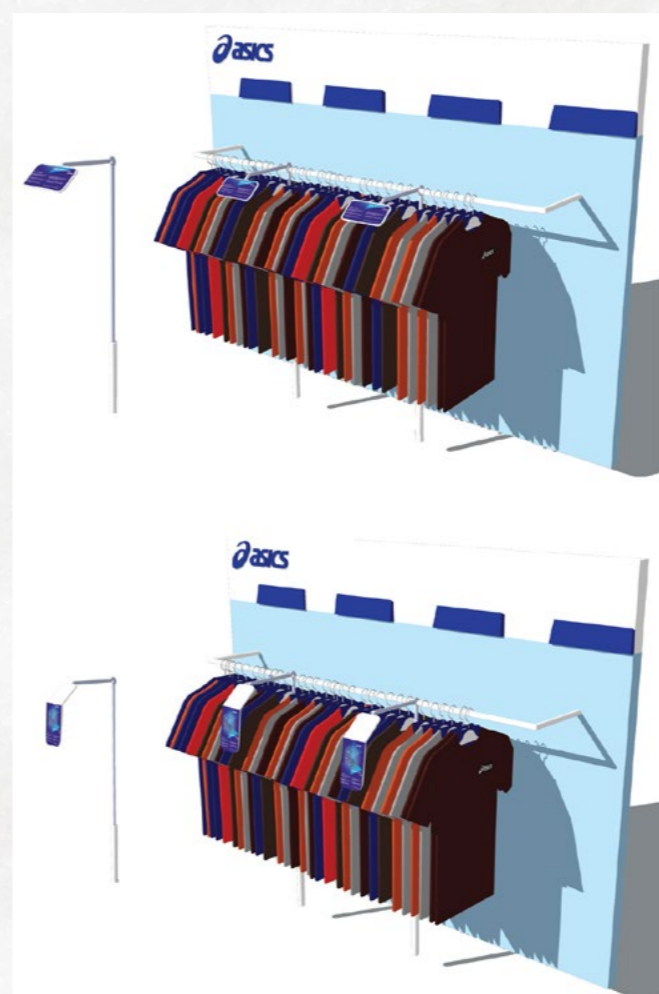
LOOKING AT THE BRIGHT SIDE

apparel wall



instore rendering

SKETCH-UP



CINEMA 4D



retail



LOOKING AT THE BRIGHT SIDE



Sneak Peek - Fall 2010 is one of my favorite artwork created for Mexx windows; NL, BE and FR.

The idea of the creative director was a sneak peek, where we came with the idea to make a window banner that will be printed on the fabric and get a zipper in it, so you could open it and set a mannequin within the new collection.

I came up with the illustrator Mesh tool idea, where you could create marks on the fabric when opening with the zipper.

as well for the Youth window banners I created the pattern in illustrator, those were printed and open with buttons on it.



motion



LOOKING AT THE BRIGHT SIDE

Motion design - after effects

Here is some of my animation I created with After Effects and illustrator.
Two applications which I absolutely adore.

For more video animation you could check my website: iDikla.nl

