



SERGE KELDERS

GRAPHIC DESIGN & ILLUSTRATIONS



MAIL@CMYKID.COM

+44 078 404 41416

PROFESSIONAL SKILLS

Adobe Indesign CC	★★★★★
Adobe Photoshop CC	★★★★★
Adobe Illustrator CC	★★★★☆
Adobe Lightroom CC	★★★★☆
Drawing (Digital)	★★★★☆
Drawing/Sketching	★★★★☆

LANGUAGES

Dutch	★★★★★
English	★★★★★
German	★★★★☆

† experience working in French, Finnish, Danish, Norwegian & Swedish.

EDUCATION

■ 2003 – 2007 **INHOLLAND UNIVERSITY OF PROFESSIONAL EDUCATION**
Advertisement, Design & Communication Management (BA)
- Rotterdam, NL

■ 1996 – 2000 **ST. LUCAS**
Advertisement, Design & Communication - Boxtel, NL

EXPERIENCE

■ **INITIALS** Oct 2017 – May 2018 | London, UK

Creative Artworker / Designer

A truly hybrid role at an award-winning Integrated Marketing Agency with expertise in promotional, live engagement and shopper working with some of the UK's biggest brands.

Daily duties covered creative artwork, design and visualisation, for both print and digital, of key visuals, instore point of sale and activations, digital and large scale print out-of-home, packaging, web/social assets and live engagement pieces as well as supporting more junior artworkers.

■ **OLIVER** May 2014 – Aug 2017 | London, UK

Creative Artworker / Designer for Starbucks Coffee Company

Daily duties covered creative artwork, design, project management, client liaison and support, as part of the on-site team, plus the occasional illustrative and photographic work.

Outside of the day to day, I acted as a Starbucks brand guardian, developed and create social photography/posts and applied my love for all things photographic as an (assistant) art director during (food) photography shoots.

■ **FREELANCE** Jan 2005 – May 2014 | NL & UK

Graphic Designer / Illustrator / Photographer

Full creative duties from initial meetings and pitches to finished product with clients over 3 continents. Working with clients directly, I developed campaign ideas, concepts and style guides, print related materials (including logos, brochures, business cards, magazines, posters and billboards), and digital assets.

My illustrative work has been published in books and magazines with a worldwide audience. I've worked with volunteers on charity projects, guiding them in design, honing their editorial skills, recruiting models and photographers as well as taking on roles as art director, stylist, spokes person, lecturer (and taking care of all design work that needed to be done).

■ Short-listed for Freelancer of the Year 2011 & 2012

■ **ZERO DESIGN** Mar 2006 – Aug 2006 | Edinburgh, UK

Graphic Designer

Duties included design and development from concept to finished art on advertising campaigns and packaging, producing high-end marketing materials under strict deadlines. Additional work included brand development and website design.

CHARITY

■ **SUTTON LGBT FORUM** Mar 2013 – Aug 2015 | Sutton, UK
Design and Creative Lead / Board Member.

■ **EXPRESZO** Oct 2003 – Mar 2005 | Amsterdam, NL
Magazine & Production Manager / Designer / Illustrator

➡ REFERENCES AVAILABLE ON REQUEST ⬅