



# SERGE KELDERS

GRAPHIC DESIGN & ILLUSTRATIONS



MAIL@CMYKID.COM

+44 078 404 4146

## 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.

Short-listed for

- FREELANCER OF THE YEAR 2011
- FREELANCER OF THE YEAR 2012



REFERENCES AVAILABLE ON REQUEST

## EXPERIENCE

- **OLIVER** May 2014 – Ongoing *London, UK*  
**Creative Artworker / Designer for Starbucks Coffee Company**  
Daily duties cover creative artworking, design, project management, client liaison and support, as part of an on-site team, plus the occasional illustrative and photographic work. Working in 7 languages, I support a variety of countries on all of their campaign needs, as well as creating bespoke solutions, all delivered to a high standard and on time.  
  
Outside of the day to day, I act as a Starbucks brand guardian, develop and create social photography/posts and apply 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, pitches and tenders to finished product with clients over 3 continents. Working with clients directly, I develop campaign ideas, concepts and style guides, print related materials including logos, brochures, business cards, magazines, posters and billboards, and design websites (of which smaller ones I build myself or liaise with web developers on bigger projects).  
  
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 off course taking care of all design work that needed to be done).
- **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, website design and basic website programming.
- **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**
- 2003 – 2007 *Rotterdam, NL*  
**INHOLLAND UNIVERSITY OF PROFESSIONAL EDUCATION**  
Advertisement, Design & Communication Management (BA)
- 1996 – 2000 *Boxtel, NL*  
**ST. LUCAS (VOCATIONAL COLLEGE)**  
Advertisement, Design & Communication