



# 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

- TL LONDON (TRACY LOCKE)** May 2018 – Current | London, UK  
**(Senior) Designer**  
Primarily looking after the SC Johnson brand, creating award winning (in-store & OOS) campaigns, activations and POS for UK, EU, Russia and beyond for an global creative brand engagement agency.  
Daily duties cover design and visualisation, asset sourcing, campaign guidelines, brand guardianship & client liaising. Additional work includes retouching (and overseeing external retouching) and illustrations.
- INITIALS** Oct 2017 – May 2018 | London, UK  
**Designer / Creative Artworker**  
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.  
Duties covered creative artwork, design and visualisation of in-store campaigns, 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 junior team members.
- OLIVER** May 2014 – Aug 2017 | London, UK  
**Designer / Creative Artworker for Starbucks Coffee Company**  
Daily duties covered creative artwork, design, project management, client liaising and support, as part of an on-site team, plus occasional illustration and (social) photography work.  
Additionally, I acted as a Starbucks brand guardian and applied myself as an (assistant) art director / stylist on (food) shoots.
- FREELANCE** Jan 2005 – May 2014 | NL & UK  
**Graphic Designer / Illustrator / Photographer**  
Full creative duties from initial meetings to finished product with clients over 3 continents. Working with clients directly, I developed campaign ideas, concepts, brand development and style guides, print related & high-end marketing materials and digital assets & web design.  
My illustrative work has been published in books and magazines with a worldwide audience. Other roles included model and creative recruitment, art direction, editorial, styling and lecturing.  
• Short-listed for Freelancer of the Year 2011 & 2012

## CHARITY

- SUTTON LGBT FORUM** Mar 2013 – Aug 2015 | Sutton, UK  
**Design and Creative Lead / Board Member.**
- GAY MEN'S HEALTH** May 2008 – Dec 2014 | Scotland, UK  
**Design Lead / Core member publishing team.**
- EXPRESZO** Oct 2003 – Mar 2005 | Amsterdam, NL  
**Magazine & Production Manager / Designer / Illustrator**

➡ REFERENCES AVAILABLE ON REQUEST ⬅