

DESIREE (YVONNE HUBERTUS ANNA) SCHOUTETEN (she/they)

born in Maastricht, NL
living in Amsterdam

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EDUCATION

rMa Artistic Research
University of Amsterdam

Textiles and Trendforecasting
Design Academy Eindhoven

BA Art History
University of Amsterdam

Graphic and Interactive design
Sint Lucas

WORK

		<u>2021/2023</u>	<u>Head of design</u> <u>Paradiso, Amsterdam</u>
<u>Current</u>	<u>Graphic designer/AD (freelance)</u>	*	Lead, manage and enhance Paradiso's visual presence and brand identity
	Client selection: Het Parool, Atlas Contact Uitgeverij, Summerdance Forever Festival, Super Sonic Jazz Label, Kanvas Amsterdam, Dutch Design Week, Wakuli Coffee, Dechase Shoes, Psychomind Festival, KunstLicht	*	Lead of campaigns, artist artwork, overseeing entire process from concept to print
		*	Conducted briefing and critique sessions with design interns, providing mentorship
<u>Current</u>	<u>Nail artist</u> Lakwerk, Amsterdam	<u>2021</u>	<u>UI designer/Copywriter (contractor)</u> <u>Zapp, Amsterdam</u>
		*	Created visually engaging in-app buttons and banners, optimizing user experience and ensuring alignment with brand guidelines
<u>2023/2024</u>	<u>Graphic designer/Art Director</u> <u>New Balance EMEA, Amsterdam</u>	*	Designed for multichannel campaigns; newsletters, on-site brand activations, and promotional items to drive user engagement and brand visibility across various touchpoints
*	Led design efforts across all online channels within the EMEA region	*	Crafted compelling copy for flyers, newsletters, and in-app creatives, effectively communicating CTAs and enhancing overall campaign effectiveness
*	Developed concepts and visuals for local EMEA shoots, providing clear briefs to external creators and stakeholders		
*	Directed on-set activities during local shoots, ensuring adherence to brand consistency and visual guidelines		
*	Collaborated with stakeholders to select and retouch images, maintaining alignment with brand standards	<u>2018</u>	<u>Journalist</u> <u>Het Parool, Amsterdam</u>
		*	Writing for the daily paper; focussing on art and culture, music and museum

SKILLS, LANGUAGES, PUBLICATIONS, EXPOS, ETC.

Skills

Adobe CC Suit, Cinema 4D, Processing, Figma, MS Office, Quark, Mailchimp, HTML/CSS, Java

Languages

Dutch Native
English C2
Spanish A1
German A2

Publications and recognition

Het Parool, Museum Boijmans van Beuningen, AD.nl, Wintertuin Literair Festival Nijmegen, Simulacrum Magazine, De Gelderlander

Exhibitions

* StArt!, Factor IJ, Amsterdam, 2023
* "Pause/Play", NeverNeverland, Amsterdam, 2019
* SintLucas, Dutch Design Week, Eindhoven, 2013