

JUUL IDA (VAN DER) ZANDT

Designer based in Amsterdam, specializing in visual culture and design, research, writing, and campaign making.

Teaching at the University of the Arts Utrecht.

[English, Dutch & Spanish]

Research

At Daniël Sumarna Studio [Research]

Saint Laurent

Love Letters Campaign, 2025

Conducted image research, compiled visual references, and proposed conceptual ideas for the campaign.

Dodo

The Nature of Icons Campaign, 2025

Assisted in concept development through sourcing ideas, visuals, and image and photographer research.

Saint Laurent

As Time Goes By Campaign, 2024

Contributed to typographic research, social crops, and execution.

In A Month [Image Research, Writing]

2025

Produced monthly essays combining in-depth research in art, culture, history, and fashion with reflective writing.

Fabrica Research Centre [Visual Research, Design]

2024

Contributed to visual art research, exhibition communication, and installation design, supported by United Colors of Benetton.

Marc Koppen [Conceptual and Image Research]

Philips Museum

BrainPort Exhibition, 2024

Supported visual and image research for the concept and layout of graphic design and wayfinding for the AI exhibition.

Van Abbemuseum [Research and Development]

2023-2026

Research into multi sensory possibilities within the museum through the study of Braille techniques and the development of Braille signage across the museum.

Design

Okra Agency [Graphic Design]

Editorial Design, 2026

Designed 16 handouts for Okra Agency, launch Issue 1.

Pantone [Graphic Design]

Editorial Design, 2025

Designed the layout for Viewpoint Colour Magazine, Issue 18, in collaboration with Akaar Amin and Christian Corvalan.

At Daniël Sumarna Studio [Graphic Design]

Eric McNeal

Website, 2025

Explored website layouts, implemented content, and assisted in designing a zine of his personal writings, published by BlackMass Publishing.

Fabrica Research Centre [Graphic Design]

FABRICA30

Catalogue and Exhibition Design, 2024

Assisted in catalogue design and wayfinding through research, references, and layout exploration.

Melkweg [Exhibition Design]

Arty Party

Exhibition Design, 2024

Responsible for ideation, visual research, design, and wayfinding across the exhibition.

University of Arts Utrecht [Graphic Design]

Design Project

Education, 2025

Teaching graphic design with a focus on visual research, editorial design, and branding.

Graduation Show

Wayfinding, 2024

Executed design assets including posters, booklets, textiles, and digital outputs aligned with the show's direction.

Graduation Catalogue

Editorial Design, 2022

Created concept ideas, conducted visual research, and developed editorial design while managing the project's production.

Studio Ward Goes [Graphic Design]

Photobooks &

Editorial Design, 2021

Conducted in-depth research, developed concepts, and worked on layout and visual language. Published by Onomatopee.

George&Harrison [Graphic Design]

De Caai

Branding, 2021

Assisted in branding through layout exploration, composition, and social assets.

PowerHouse Company

Editorial Design, 2021

Contributed to editorial design through layout exploration and visual research.

Campaign

At Daniël Sumarna Studio [Assistant]

Dodo

The Nature of Icons Campaign, 2025

Assisted in concept development through sourcing ideas, visuals, and image research, while supporting on set and in post-production.

Valextra

Delivering Milanese Excellence Since 1937 Campaign, 2024

Provided visual research and design for the catalogue, assisting with the campaign deck and social crops.

IDA [Set Design]

IDA Chair Lounge Campaign, 2025

Supported on set and assisted with set design alongside Jhonathan Baena and Christian Corvalan.

Education

University of Arts Utrecht [Cum Laude]

Utrecht, The Netherlands, 2018

University of Applied Sciences Utrecht

Utrecht, The Netherlands, 2017

Residency

Fabrica Research Centre

Cantena di Villorba, Italy 2024

Skills

Technical

Proficient in Adobe Creative Suite, Figma, and research databases, with strong communication and presentation skills supporting collaborative creative processes.

Concept Development

Adept at researching, visualizing, and articulating ideas that translate complex cultural and aesthetic references into clear creative concepts.

Image Research

Extensive knowledge of art, culture, ecology, photography, and fashion; builds strong visual narratives through informed references and analytical writing.

Collaborations

Experienced in collaborating within creative teams, recognizing individual strengths, fostering open dialogue, and maintaining conceptual clarity throughout project development.

Personal

Driven by a deep curiosity for context and environment; over seven years of experience developing cross-cultural narratives and translating ideas from concept to realization.