

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

13/07/1994

BORN IN MAASTRICHT, NL

LIVING IN AMSTERDAM, NL

EDUCATION

2019 - 2020 rMa Artistic Research
University of Amsterdam

2016 - 2019 BA Art History
University of Amsterdam

2014 - 2016 Textiles and Trendforecasting
Design Academy Eindhoven

2010 - 2014 Graphic and Interactive design
Sint Lucas

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WORK

<u>Current</u>	<u>Graphic designer/Digital Art Director</u> <u>New Balance DTC, EMEA, Amsterdam</u>	<u>2021</u>	<u>UI designer/Copywriter (contractor)</u> <u>Zapp, Amsterdam</u>
*	Led design efforts across all online channels within the EMEA region, including websites, email campaigns, and social media platforms	*	Created visually engaging in-app buttons and banners, optimizing user experience and ensuring alignment with brand guidelines
*	Developed concepts and visuals for local shoots, providing clear briefs to external creators and stakeholders	*	Designed for multichannel campaigns. Designed newsletters, on-site brand activations, and promotional items to drive user engagement and brand visibility across various touchpoints
*	Directed on-set activities during local shoots, ensuring adherence to brand consistency and visual guidelines	*	Crafted compelling copy for flyers, newsletters, and in-app creatives, effectively communicating CTAs and enhancing overall campaign effectiveness
*	Collaborated with stakeholders to select and retouch images, maintaining alignment with brand standards		
		<u>2019</u>	<u>Editor</u> <u>Simulacrum mag, Amsterdam</u>
<u>2021/2023</u>	<u>Graphic designer</u> <u>Paradiso, Amsterdam</u>	*	Text editor, proofreader
*	Lead, manage and enhance Paradiso's visual presence and brand identity	*	Head of fundraising
*	Lead of campaigns, artist artwork, overseeing entire process from concept to print	*	Artistic advisor print
*	Conducted briefing and critique sessions with Paradiso's design intern, providing mentorship and feedback	<u>2018</u>	<u>Journalist</u> <u>Het Parool, Amsterdam</u>
*	Actively participate as a member of the Diversity and Inclusion committee	*	Writing for the daily paper; focussing on art and culture, music and museum
		*	30+ published articles, 3 frontpages

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 A1

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