

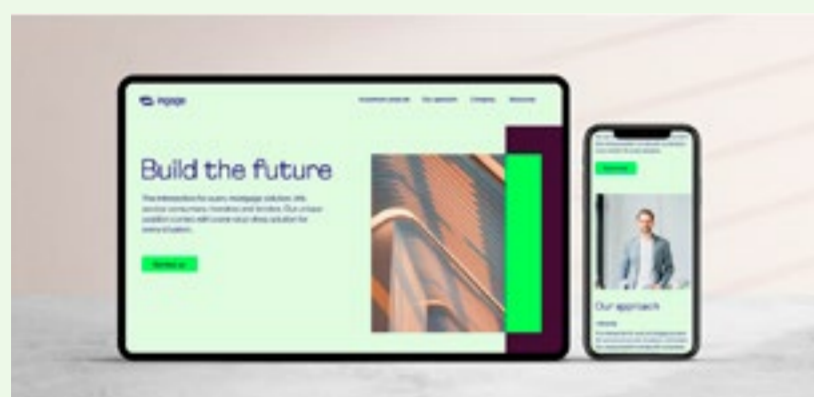
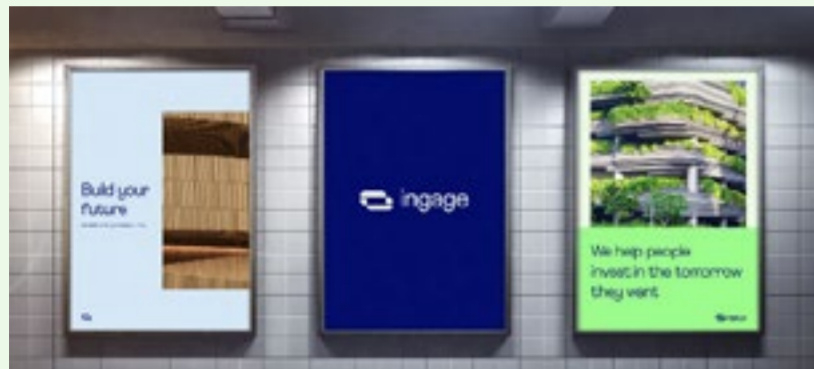
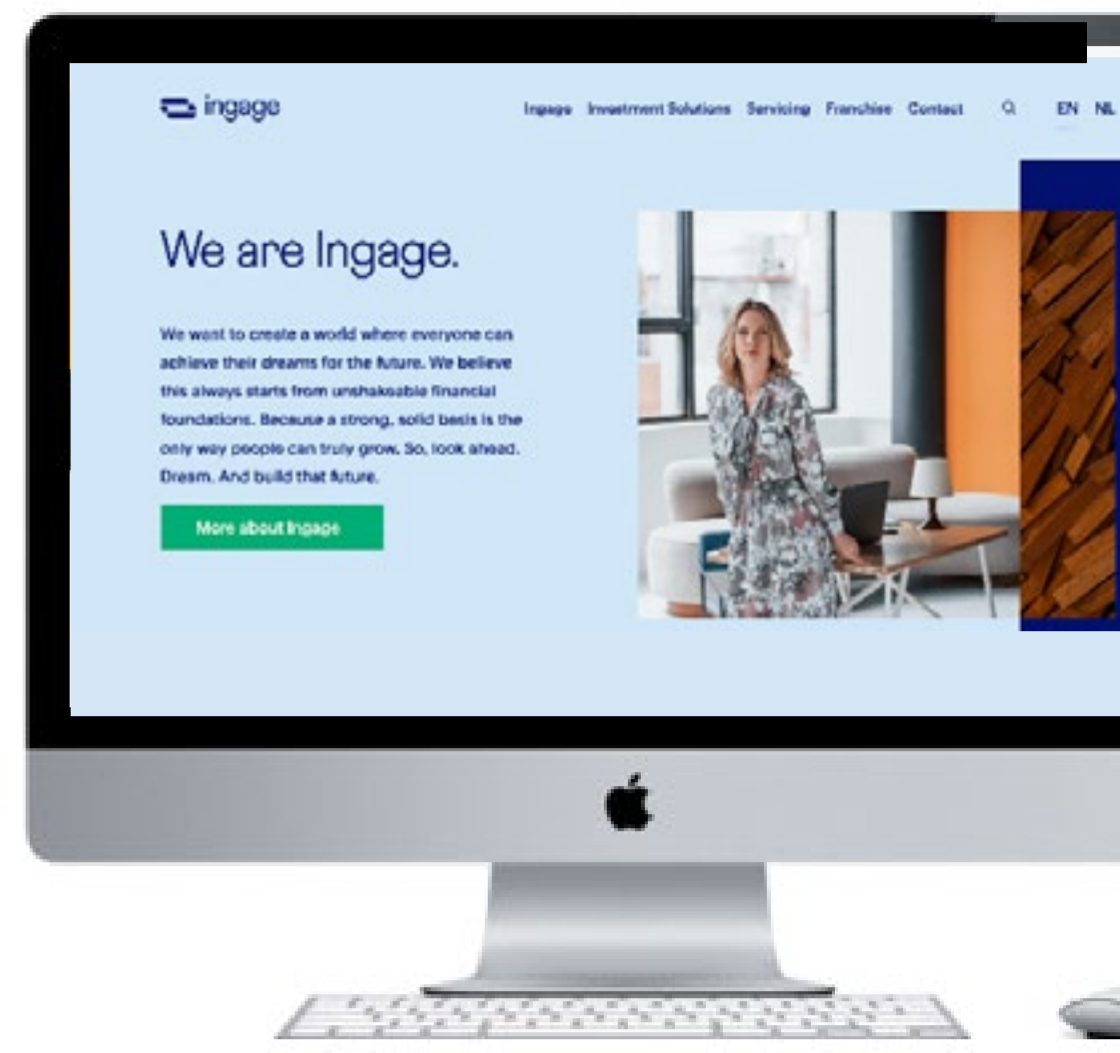
SUZETTE HUWAE

freelance senior art director, graphic designer, illustrator

portfolio • graphic design digital UI design
webdesign logo's branding • amsterdam



We help people invest in the tomorrow they want.

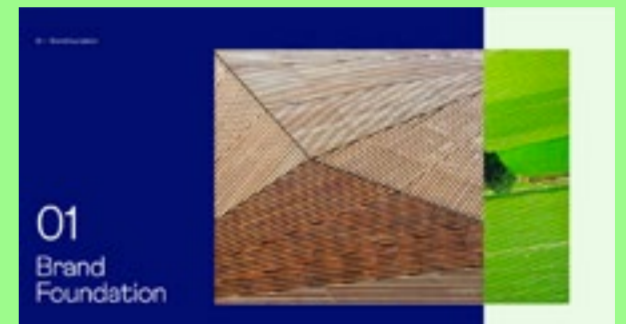


INGAGE GROUP AMSTERDAM SLOTERDIJK

I worked here as Art Director for the entire company and for all their sister companies. They have a few labels in mortgages: Investment Solutions, Servicing and Franchise. Franchise has shops as: De Hypotheek Shop, Huis & Hypotheek. Other mortgage labels as Merius, Impact, Hyra. As the Art Director, I was responsible for all design expressions in the company. Like organising photoshoots, I worked there for 1 year. I worked with external agencies (team of UX and UI designers) to visualize our websites. (*Design websites according to WCAG standards.)

The Ingage Group website (and sister companies such as Merius, Franchise and some more labels) was designed by an external agency. I helped to improve certain elements.

The Ingage brand book has been slightly adjusted. The new branding elements carried out for all internal materials, such as layout and user experience. Choices of photos on the website. Rearranging layout pages. Animation on the web pages. Editing typos. Many internal tasks such as Powerpoints, ad hoc brochures, business cards etc.

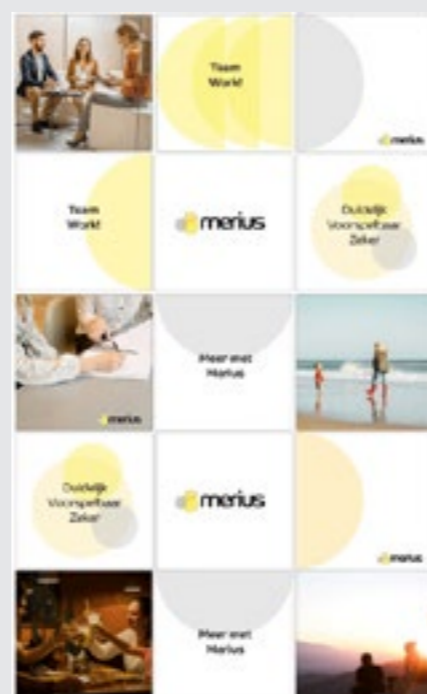
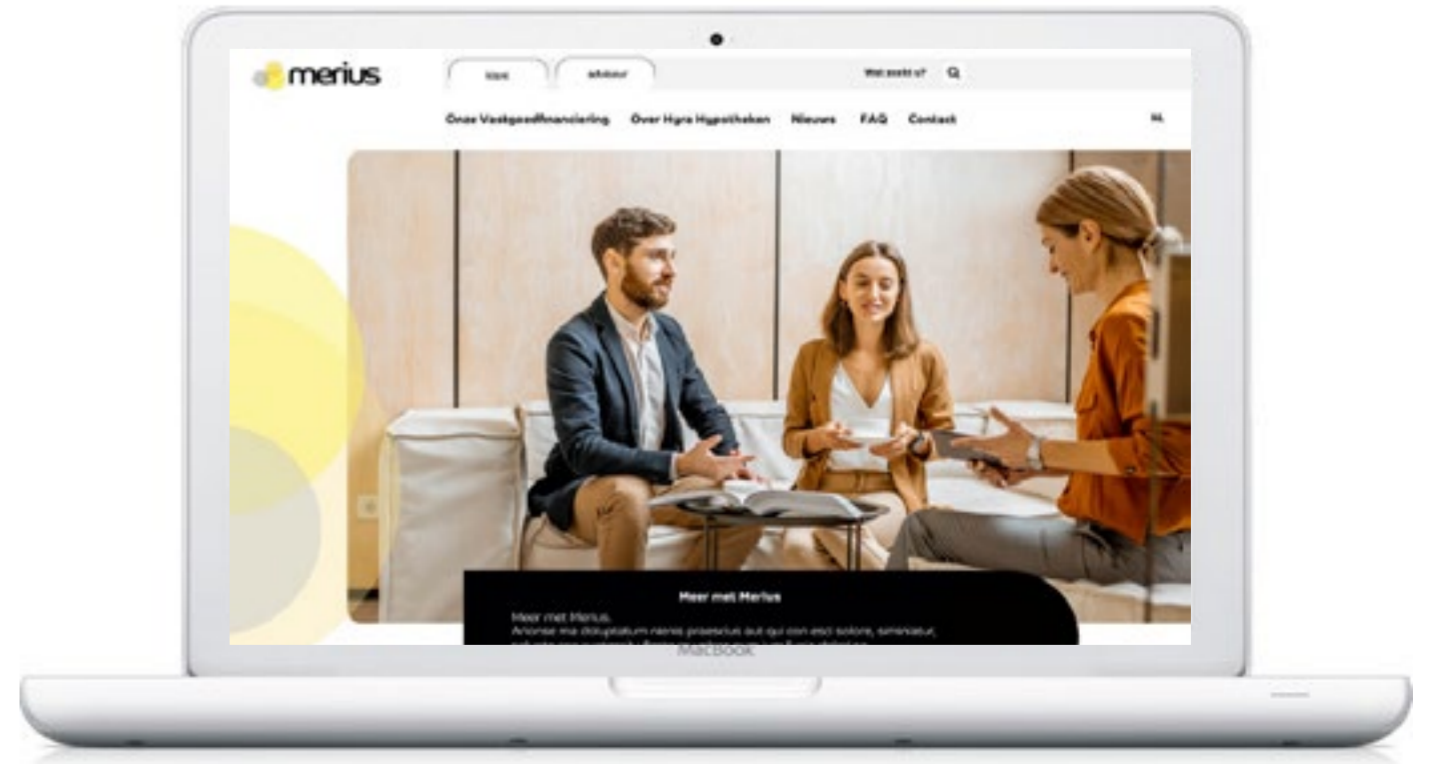
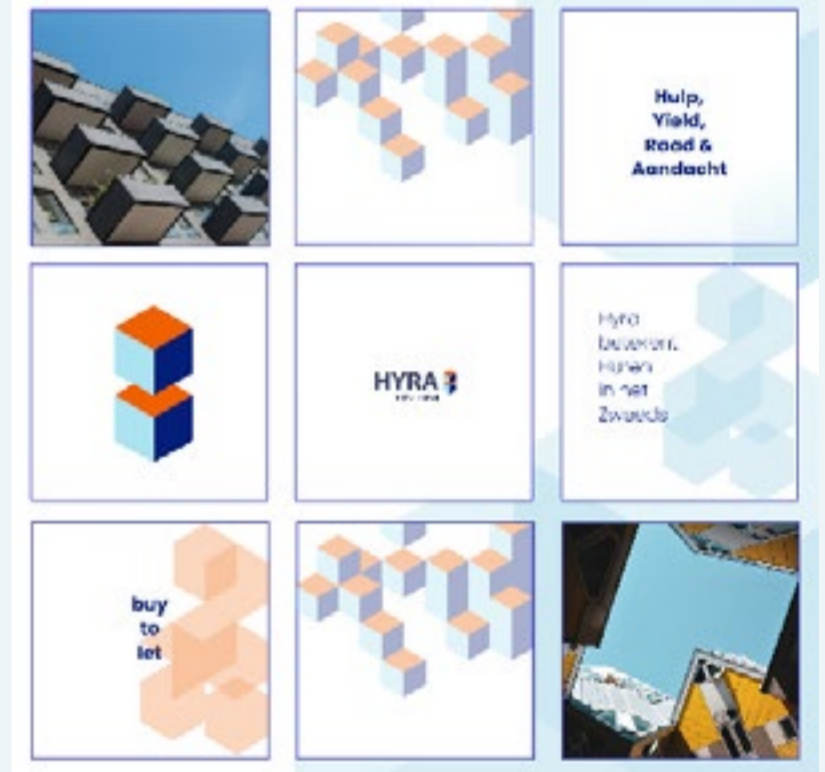


INGAGE GROUP HYRA

Hyra is a label of Ingage with major target BTL (Buy to Let) customers. Logo Branding: I had to refurbish their logo and create a Brandbook around it. Possibly the colors blue and orange (Dutch) The look and feel had to breathe Dutch.

So we have chosen photos with properties, houses and Dutch landscapes. Digital POS materials: The Hyra Mortgage guide. Sheets, Flyers, businesscards for the HYRA consultants.

Website: I had to liaise with an external web company, UX UI designers who built the website. Elements as symbols color changing, Wireframes, landing pages.



INGAGE GROUP MERIUS

MERIUS a mortgage label of Ingage, longstanding customers & new customers. Fluctuating rates, but steady label.

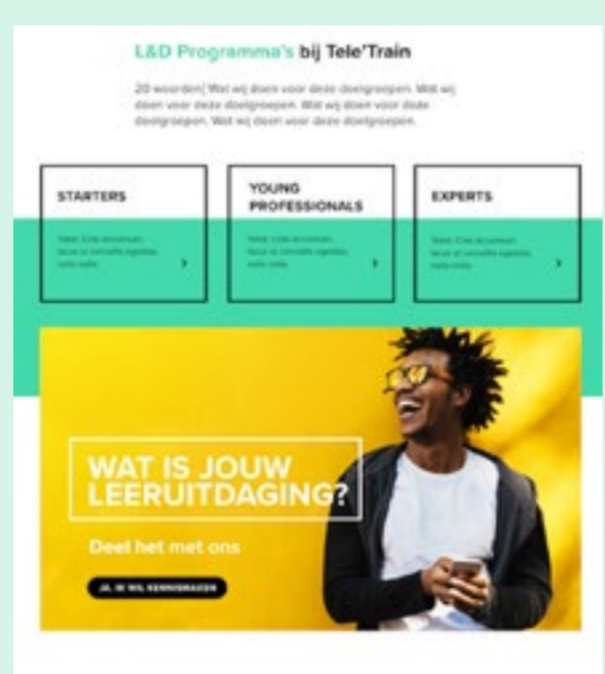
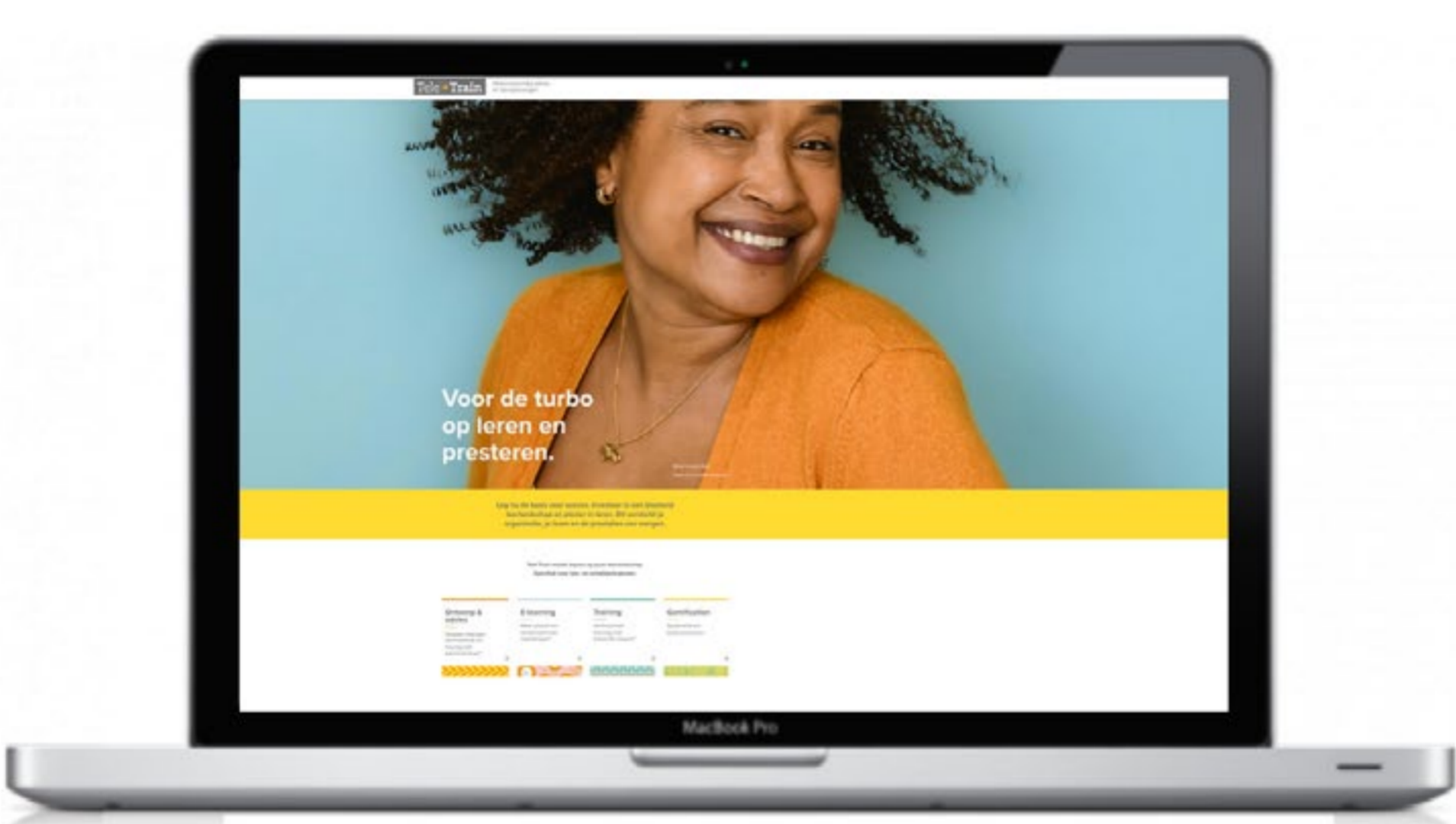
Logo Branding: The logo was a bit out of date. I was asked to make over it. I had to refurbish their logo and create a Brandbook around it. Possibly the colors yellow and grey. Make new Powerpoint looks, Social media layouts. Gathering new stock photos. I wanted to have a more atmospheric feel and aiming families and couples.

For current website & socials: I had to liaise with an external web company, UX UI designers who built the website. Elements as symbols color changing, Wireframes, landing pages. Existing branding. I had to create posts for LinkedIn and Instagram.



DE HYPOTHEEK SHOP • HUIS & HYPOTHEEK

This franchise is a department of Ingage. I have done art direction for the magazine "Voor thuis" B2B. Liaised with the in house copywriters, junior, medior graphic designers and the printer of the magazine. Contacting advertisers, photography, collecting stock photos. I was responsible for the layouts and texts of the magazines.



MASTERMAKERS UTRECHT

Worked for this agency for several clients. Mostly working on landingpages for websites and some wireframes for websites. Worked with Adobe XD and Figma. Designing flyers.

REFURBISHING logo of the company Teletrain. Creating, layout web pages in Adobe XD & Figma.

Stretch Up: Creating a digital illustration for Stretch Up. Designing flyers, brochures, businesscards.



Buy To Let Equity Loan

Product overview

This unique product is specifically designed for landlords. It allows you to top up your equity loan to an additional 25% loan or more (LTV = 45%) to a maximum combined LTV of 75%.

Example

Property value: £500k
 25% Equity Loan: £125k
 25% Equity Loan top up: £125k
 Total: £750k

Repayment

Castle Trust has provided a 0% interest rate for the first 2 years of the loan. After 2 years, the interest rate will be 4.5%.

2 x 20% LTV = 40%
 Total repayment: £170k

Castle Trust GROW your ISA from 3% up to 4.5% AER TAX FREE

Year terms available: 1 2 3 5

Income & maturity options

1 year bond 3.0% AER | 2 year bond 3.5% AER | 3 year bond 4.0% AER | 5 year bond 4.5% AER

You risk losing capital should Castle Trust become insolvent. Early encashment is not permitted. If we cannot meet our obligations you can seek compensation of up to £50,000 under the FSCS, provided you are eligible for FSCS protection.

CASTLE TRUST, INVESTMENT BANK THE CITY LONDON

Castle Trust is an Investment Bank, based in the City of London. Focused on Mortgages and Investments. As this bank is growing fast, working load increased. They asked me to fill in and help out marketing collateral: Changing documents. B2B B2C. Refurbishing infographic symbols.

I have designed a Powerpoint presentation and designed existing businesscards.

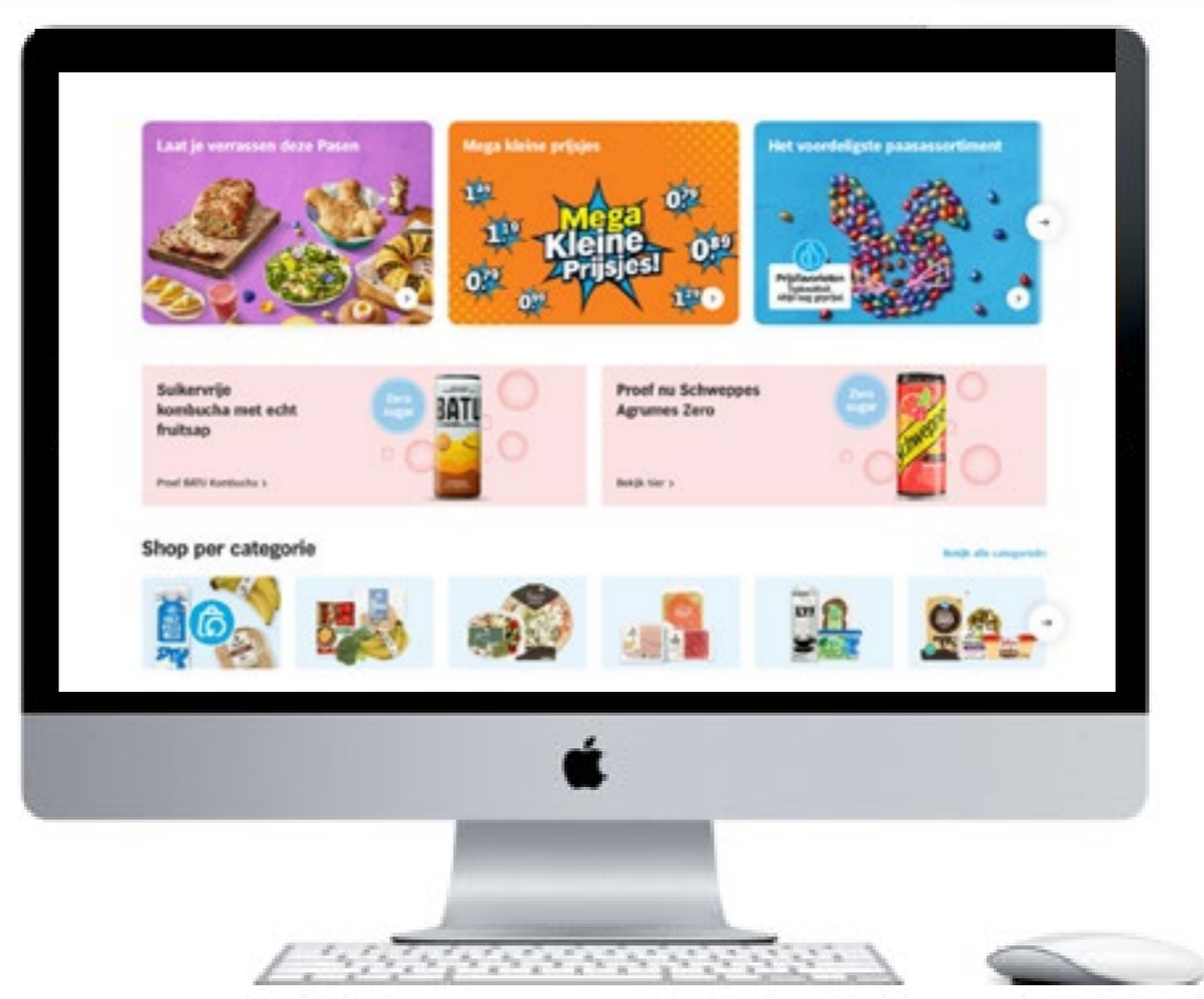
Bright new fixed rate bonds

5 year bond: 4.00% AER
 2 year bond: 2.75% AER
 5 year bond: 4.00% AER
 2 year bond: 2.75% AER
 5 year bond: 4.00% AER
 2 year bond: 2.75% AER
 5 year bond: 4.00% AER
 2 year bond: 2.25% AER

GROW your ISA up to 4.5% AER TAX FREE

Invest in your ISA up to 4.5% AER TAX FREE

GROW your ISA up to 4.5% AER TAX FREE

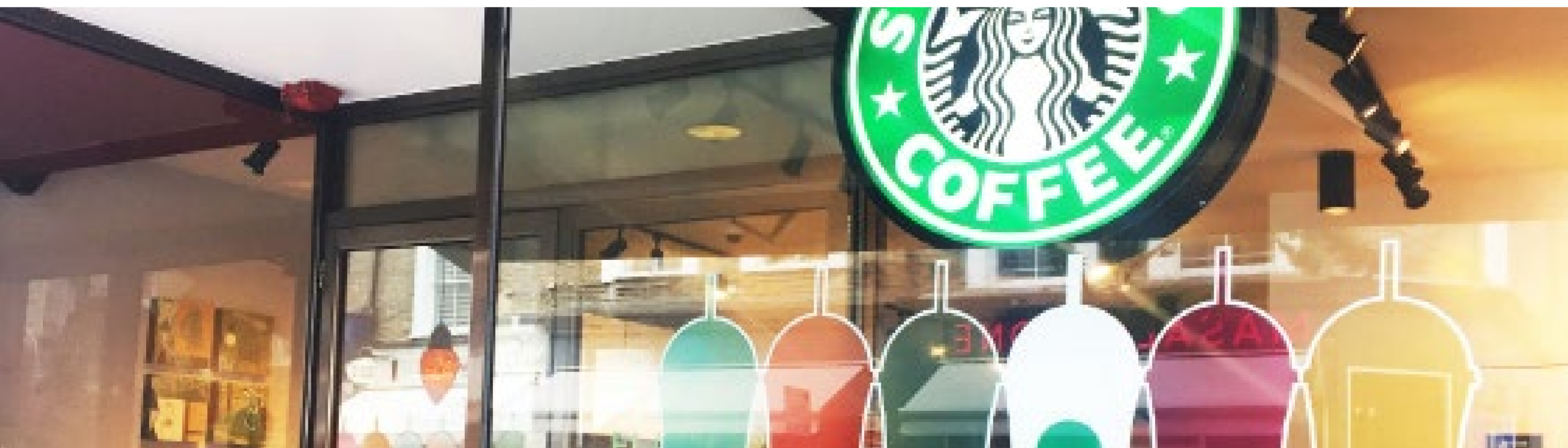


ALBERT HEIJN, AHOLD DELHAIZE ZAANDAM

I have worked for this high segment supermarket in the Netherlands (Zaandam) I have worked on designing brochures, illustrating Christmas cards, Displays for in their shops.

I have designed a Farewell printed book. Creative Director left the company.

Digital banners for AH website. POS materials and so on.



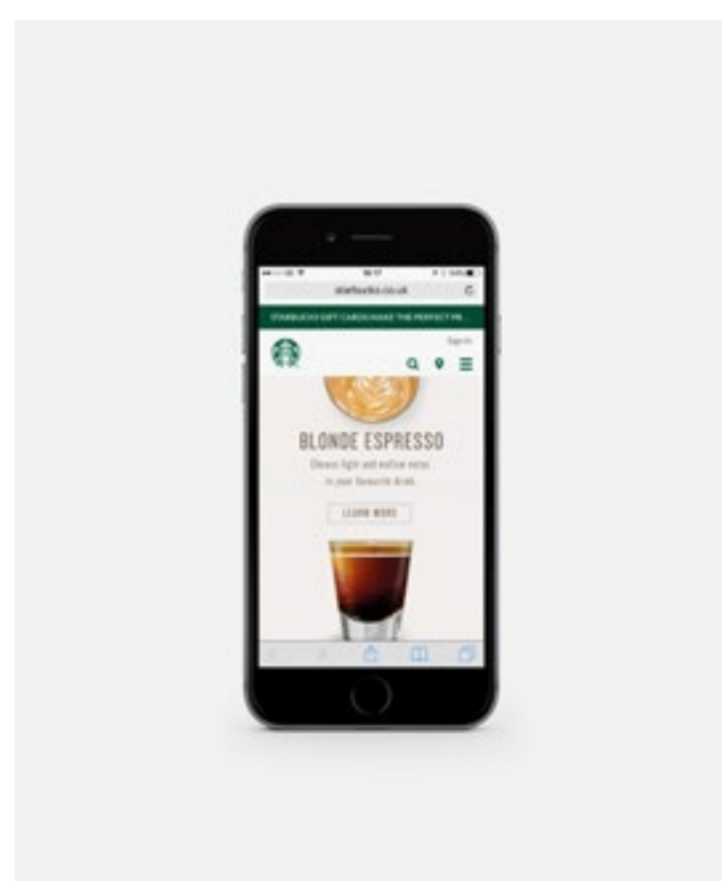
STARBUCKS, CHISWICK LONDON

Starbucks needed a helping hand with their summer and fall campaigns on the European markets, such as the Netherlands, Germany, Switzerland and Austria. This is what it was about to change displays, posters and magazine content, both B2B and B2C.

I have on worked on various projects, such as Seattle's Best Coffee, NITROGEN and Siren's Eye.

I worked on POS materials, such as display sleeves for mugs, menu boards, posters, digital banners, digital posters for in Starbucks shops, mock-ups and vouchers. I have specialized in designing billboards and banners for branches in the United Kingdom.

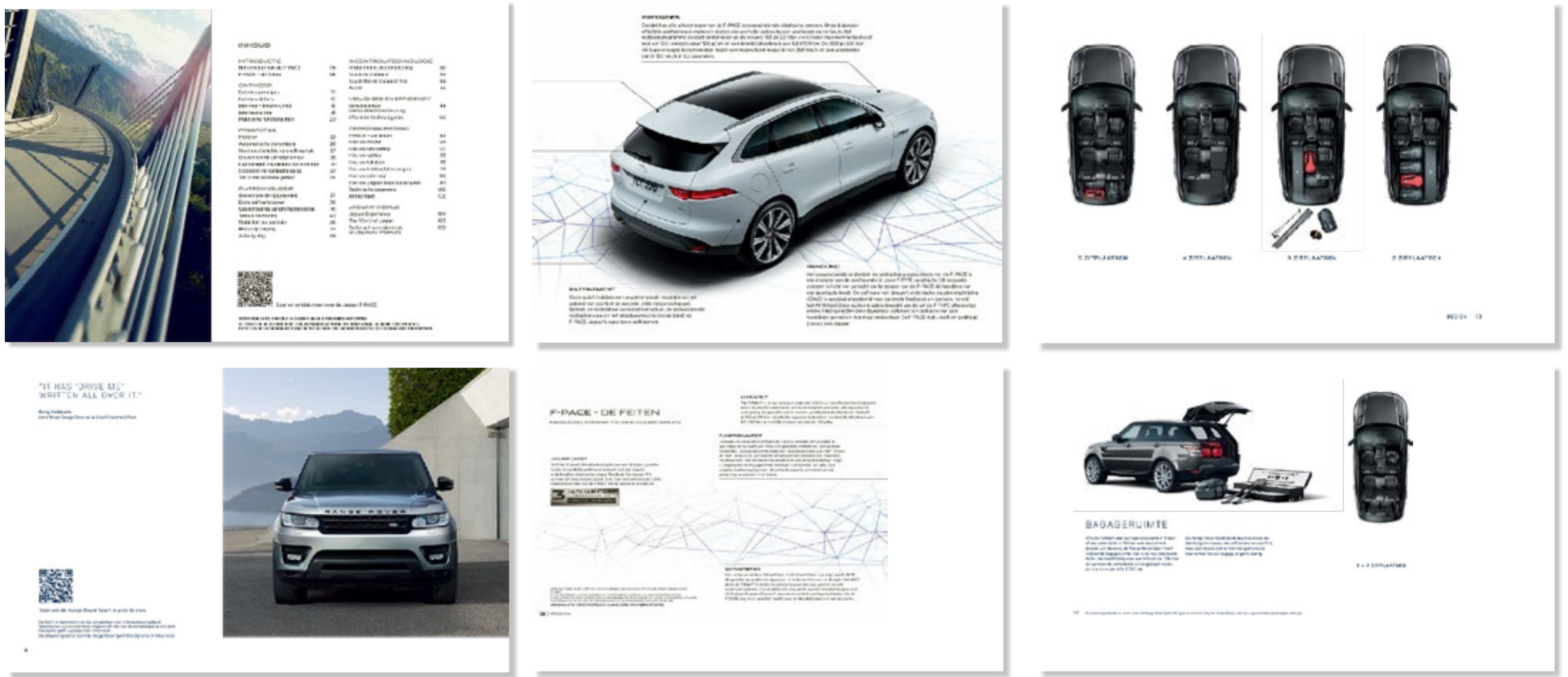
I worked with InDesign for all posters, both digital and print. For digital illustrations I used Adobe Illustrator.





LANDROVER, JAGUAR LONDON

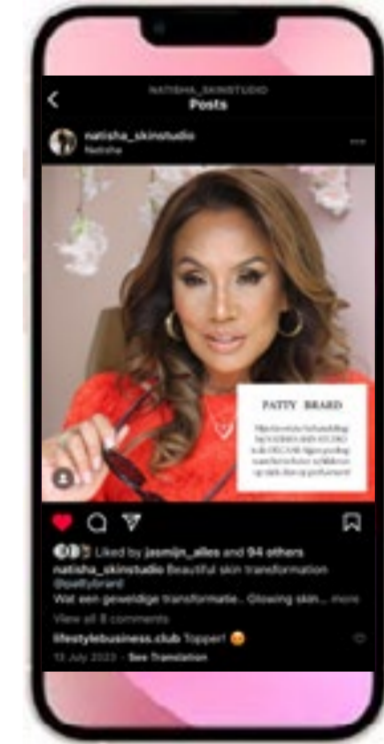
Worked for TAG agency in East London. Worked on several projects for the Dutch and German section. Brochures DTP work. Editing texts. Inserting pictures.



NATISHA SKIN STUDIO



I have created a complete new branding and identity for this beautysalon in Amstelveen. She wanted the nude color in her branding. I have done her photography as well. I have created her logo and house style. Also her social media posts.



BRANDBOOK SUZETTE HUWAE

I created my own brand book to document my work, because in addition to designing, I also paint and illustrate and make ceramics. I set up a photo shoot with friends, a make-up artist and a model. I have a magazine like one approach used with fashionable typography in combination with my own lettering. Hardcover. The entire design was done by me, including the layout of the book cover, pages, spine and blurb. I have worked with Indesign and Photoshop.

