



# SUZETTE HUWAE



Sr. Art Director | SR. Graphic Designer  
Freelance Creative

I am a versatile Freelance Senior Creative, in Graphic Design (Integrated), Illustration. With art /creative direction skills/experience. WFH, Hybrid. I have been working in the field of fashion, media, beauty and retail. Working in the field for almost 16 years. Focused on print, but I do digital as well. I like my layouts clean and contemporary.

Clients: Ingage Group, Albert Heijn, Gemeente Amsterdam, Huishoudbeurs, Hudson's Bay, Starbucks, Unilever, Deutsche Bank, Rabobank, Kruidvat, GVB, Metapraxis, Castle Trust, Nestle.

## DESK & FREELANCE EXPERIENCE

### MASTER MAKERS

Utrecht. AUG 23 - JAN 24

Freelance Senior Integrated designer

I have deployed my talent for various B2B projects at an advertising agency in Utrecht. My focus was primarily on developing concepts, where I transformed the rough sketches provided by the client into concrete and innovative visual representations. Leveraging my expertise in co-creation processes, I was able to present and facilitate complex issues, gathered ideas, and potential solutions in a visual manner. Additionally, I also developed wireframes and contributed to the design of flyers.

### VERZETSMUSEUM

Amsterdam | JULY 2023

Freelance Illustrator

For an event 'Asia x Netherlands' at the Resistance Museum, an interactive evening focusing on remembrance, connection, and an inclusive view of heritage. Three speakers were interviewed. I drew a visual narrative and left my impressions visually on an A1 board. They used this material as a memory of the event.

### INGAGE GROUP

Amsterdam Sloterdijk

FEB 2022 - 2023 | Senior Art Director (contract)

I worked here as an Art Director for the entire company and all sister companies. I was responsible for all design materials within the company. I had to liaise with external agencies, maintain relationships with printers, and resolve internal issues. Visualizing complex problems, gathered ideas, and potential solutions. My duties included complementing text with visuals, visualizing qualitative analyses, creating shared understanding within the team, and supporting both physical and digital work sessions, brainstorming sessions, and presentations. Presenting new design concepts to stakeholders. Brand book creation and brand monitoring. Guiding designers. Introducing new structures to streamline the design workflow

### MISCELLANEOUS PROJECTS

2019 - 2022

Design, Illustrations

### AHOLD DELHAIZE (ALBERT HEIJN)

Zaandam | AUG 2019 - OCT 2019

Senior Creative designer

I worked here on many creative projects, alongside a lot of DTP work. My experience includes various creative projects, such as designing price labels for supermarkets, creating farewell books for employees, and developing seasonal post-cards for holidays like Christmas and Easter. I also devised concepts to enhance the visual presentation in supermarket chains.

### GEMEENTE AMSTERDAM WEST

Amsterdam West | 2018-2021

Freelance Sr. Graphic designer

Various projects: Designing flyers. Designing the logo and flyers for 'Be Connected,' a component of a youth project from the Amsterdam West Council.

### OCTOPUS INVESTMENTS

Chancery Lane, London | AUG - OCT 2017

Freelance Integrated Designer

For this investment company, I worked on various design projects including brochures, PowerPoint presentations, business cards. I also designed charts and awards.

### STARBUCKS

Chiswick, London | APR - JULY 2017

Freelance Sr. Graphic Designer

Starbucks' European headquarters in London. I worked on various projects for the Benelux region, designing internal magazines for baristas in the Benelux, designing sleeves for coffee mugs, as well as creating drawings for store displays.

### UNILEVER

Vauxhall, London | FEB 2017

Freelance Graphic Designer

At Unilever, I was responsible for designing and modifying packaging for Domestos, a cleaning product. Additionally, I utilised my creativity to design digital advertisements and displays for L'Oréal products, aiming to enhance the brand experience and reach consumers."

### NESTLE FMCG

Evian, Frankrijk JUNE 2016 |

Freelance Conceptueel Illustrator | Graphic Designer

For Nestlé, I had the honour of travelling to France for an important conference attended by all international CEOs. My role was to help visualise their vision for 2030. The theme was Nestlé in the Future of 2030. During the brainstorming sessions, the CEOs were divided into groups, giving me the opportunity to observe and visualise their sketches and notes. After these sessions, I consolidated and streamlined all the notes, and presented them per group. My responsibility lay in creating an overarching illustration that brought together all the ideas, for which I was accountable. On the third day, my work and that of the groups were presented to the Board of Directors and Vice Presidents."

### LANDROVER | JAGUAR

2016 TAG Agency London

Graphic Designer DTP

Dutch German department.

Designing editing brochures.

## **THAMESWATER ALLIANCE**

Paddington, London | JAN 2016  
Freelance Conceptual Illustrator | Sr Gr. Designer

Alongside a team of illustrators and scribes, we were tasked with visualising complex problems and/or ideas through drawings on large boards. I was also involved in creating various illustration visuals/mood boards upon arrival.

## **DEUTSCHE BANK**

Paddington, London FEB 2016  
Freelance Conceptual Illustrator/Scriber

As part of a team of illustrators and scribes, we were tasked with visualising complex problems and ideas through drawings on large whiteboards. My role also involved creating various illustrative visuals and mood boards upon arrival, in order to create an inspiring environment for further brainstorming sessions and discussions.

## **METAPRAXIS**

Wimbledon, London | JUL- OCT 2015  
Freelance Integrated Designer | Illustrator

At a leading IT company in Wimbledon, specializing in software and packages, I applied my skills in developing illustrations for dashboard icons and creating a new logo and branding. Throughout this process, I worked closely in a team to ensure the success of the project. Additionally, I utilized my creativity to design exhibition stand constructions for trade show participation.

## **EDUCATION - SKILLS**

### **SKILLS | EDUCATION**

ADOBE CC | HTML | CSS | Adobe XD | Figma  
From 03 | 23

- Sandberg Institute Amsterdam
- LYNDACOM
- Kunstweb
- Aquent Gym
- Adobe CC: InDesign, Illustrator, Photoshop
- OFFICE: Word, Excel, PowerPoint
- Proficient in: HTML, CSS
- Proficient with: Adobe XD, Figma
- Experience with both Mac and PC platforms
- Photoshoots
- Social Media: Facebook, Instagram, X, Pinterest, LinkedIn
- Languages: Fluent in Dutch, English  
Intermediate in: German, French, Spanish

### **HKU UTRECHT | UNIVERSITY OF ARTS**

JUNE 93 | 97

- First-degree in Drawing & Painting  
With honors, Bachelor of Arts diploma

## **CASTLE TRUST**

The City, London | MARCH - JUNE 2015  
Freelance Integrated Designer

Within this financial company in the City, I deployed my creativity in designing various marketing materials, including brochures, digital banners, and business cards. Additionally, I applied my skills to tailor infographics to better align with the needs of the target audience.

## **DOVEWELL PRODUCTIONS**

Hangerlane, London | SEPT 2010 - APR 2014  
Art Director - Head of Design

In this organisation, I was responsible for curating a monthly magazine, encompassing both articles and advertisements. I oversaw the entire process, from coordinating the content to managing the distribution. Additionally, I designed various POS materials, including flyers, brochures, inlays, and CD covers. My responsibilities also involved designing numerous book covers for the company. I collaborated extensively with printing companies, printers, and clients to ensure that all materials met high standards of quality and met expectations."

## **O'NEILL**

Warmond, Amsterdam | 2008  
Graphic design, DTP  
Summer Catalogue, fashion apparel.

## **REFERENCES**

### **INGAGE GROUP**

Wendy Schoone - Manager Customer Success  
wendy.schoone@ingage-group.com

### **DOVEWELL PRODUCTIONS**

Marko Joensuu -  
Manager Dovewell Productions  
marko.joensuu@kt.org