

BAS[TIAAN] VAN DRUTEN

Ahoy! My name is bastiaan van druten but you can call me bas. I'm a concept developer and designer with a hands-on attitude. Always looking for the core of any question before answering with a truthful answer. I'm a generalist in a world of specialists.

PERSONAL SUMMARY

personal data:

bas{tiaan} van druten
9 august 1985, Vlijmen, the Netherlands
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After 2 different schools, 5 years of study, a Bachelor of Arts and 1 year of work experience as a graphic- / web designer I found out I was not done learning. During this short work experience I found that my colleagues knew a lot more about typography and the world of Art & Design than me. So I picked up another bachelor degree of Design from the Royal Academy of Arts 3 years later. During this 3 years I focused on typography and figuring out where my place was in the world of design.

After seeing my graduation show at the Royal Academy of Arts a fellow student told me I was a generalist in a world of specialists. He was right. I want to do it all; concepts, visualizations, identities, installations, websites, everything that design can throw at me.

So from 2012 I started my own business trading under bastiaan van druten, working as a freelance designer/concept developer. Since, I've worked on a wide range of projects from light installation through to websites. For small creative entrepreneurs to big international recognized clients. After a couple of year as a freelancer I started focusing more on concept development and webdesign.

One concept which I spent a lot of my time on is Woody Skateboards. I started this skateboard brand in 2014 to satisfy my urge to create concrete things made of wood. For this brand I fulfilled the role of concept / web developer, product designer, marketer and woodworker.

At the same time I have been working part time for Engagement Media & Studio Broekhuizen as a graphic / web designer where I've developed most of my web development skills. At Engagement Media & Studio Broekhuizen I designed everything from corporate identities to websites, hand coded websites and fulfilled the role of online content producer.

I am constantly looking for new opportunities to work alongside others who share the same passion and drive I have for design, typography and great concepts. Now a new adventure is commencing in New Zealand.

EDUCATIONAL HISTORY

DR. MOLLERCOLLEGE - Higher professional education

Graduated in 2002

SINTLUCAS - Secondary vocational education

Multi media design

Graduated in 2006

UNIVERSITY OF LINCOLN - Bachelor of Arts

Graphic design

Graduated in 2007

ROYAL ACADEMY OF ARTS - Bachelor of Design

Graphic- & Typographic design

Graduated in 2011

WORK HISTORY

RAPID SUGAR - graphic- / web designer

October 2007 - June 2008
rapidsugar.nl

Rapidsugar (at the time) is a leading direct (e-mail) marketing agency from Amsterdam where I started as a junior designer. This was the perfect position for me to start off my career. Working in a small team, consisting of one other designer and an art director, on mostly emails, microsites and campaign websites. Brandguides were leading as I worked for big international brands like: Tomtom, Microsoft, Postbank and Le Coq Sportif.

During my time at Rapidsugar I:

- Created concepts for campaign websites and emails for different clients during brainstorm sessions with the design team.
- Transformed concepts into designs which were pitched to our art director.
- Presented the final designs to the client.
- Adjusted the designs to fit the brand guides perfectly.
- Took the choosen design and turned it into ready-to-code files which were sent over to our inhouse web developement team.
- Worked to a tight schedule the art director set out for me.
- Shared my knowledge, gained during the design proces, with my colleagues through an inhouse wiki.
- Worked with provided brand photography
- Created (gif) animations to draw attention or lively up emails.
- Kept myself up-to-date on possiblities in email design.

WORK HISTORY

TRAVIX INTERNATIONAL - graphic- / web designer

October 2011 - May 2012
travix.com

Travix is a global online travel company with operations in 28 countries. At travix international I worked in a small team of two designers. The two of us were responsible for updating and (re)designing almost every Travix website. These included all the BudgetAir, Vliegwinkel and Flugladen websites in multiple languages.

During my time at Travix I:

- Worked pixel perfect.
- Worked in a multilingual, custom CMS system.
- Updated the offers for vliegwinkel.nl daily.
- Redesigned a new brand identity for BudgetAir.
- Implemented the new brand identity on all the BudgetAir website.
- Did art direction on BudgetAir.fr campaigns.
- Designed the mobile website for vliegwinkel.nl.
- Provided the inhouse web development team with visual input for the different websites.
- Worked together with the webdevelopment team on scrums and tickets.
- Worked to tight deadlines.
- Was responsible for visualising and displaying special offers on all the websites.
- Visually improved the vliegwinkel.nl website.
- Improved usability of vliegwinkel.nl by analysing A/B tests.
- Did art direction on the vliegwinkel.nl tv commercial.

WORK HISTORY

BASTIAAN VAN DRUTEN - graphic- / web designer & concept developer

February 2012 - present
bastiaanvandruten.com

After my time at Travix I decided to start my own business. As a designer I wanted to do more concept development and more self initiated projects that satisfied my need to create. Through my business I can work on a project from beginning to end which is very satisfying.

As a freelance designer & concepts developer I:

- Designed websites.
- Built custom theme's for Wordpress.
- Designed brand identities.
- Did art direction for video clips for several bands.
- Learned woodworking.
- Organized a free music festival.
- Made animations with patatos.
- Made an interactive installation for children.
- Worked together with creatives from different backgrounds.
- Unraveld the mistery of tattooing.
- Started a skateboard brand.
- Got on national television.
- Did lectures on skateboard building.
- Got my work featured in several magazines and design blogs.
- Presented my skateboards on the Dutch Design Week.
- Worked together with my girlfriend.
- Had direct contact with clients, managing all projects from initial meeting through to presentation and final dilivery of endproduct.

My clients include:

NISSAN

Developed the concept for, and realized an event to launch the fully electrical Nissan Leaf in the Netherlands.

YOUTH FOOD MOVEMENT

Developed their new website and annual report website.

WOODY SKATEBOARDS

Self initiated brand for which I did the concept development, graphic- & webdesign, product photography, art direction, woodworking, product development and marketing.

KLEIN NEW ORLEANS

Self initiated festival, inpired on the (street) music culture of New Orleans. I fulfilled the role of concept developer, art director, webdeveloper and head of production.

24/7 JEANS

Did a total rebrand for this new jeans brand from initial concepts to implementing the identity to labels, buttons, rivets etcetera and their website.

WORK HISTORY

ENGAGEMENT MEDIA – graphic- / web designer

August 2013 - December 2015
engagementmedia.nl

From august 2013 I've divided my time between working as a freelancer and working for content marketing agency Engagement Media. As the sole designer I develop concepts and design social media content for clients like: Pink Ribbon, Hampshire hotels and Lebara (telecommunication). I also fulfill the role of webdesigner and developer for different clients.

During my time at Engagement Media I:

- Work on tight deadlines.
- Developed brand guide books for social media.
- Made interactive PDF's.
- Designed identities for conferences.
- Designed and coded several Wordpress websites.
- Implemented brand identities to Wordpress themes.
- Designed & built email campaigns with mailchimp.
- Managed clients.
- Taught colleagues how to work with Wordpress.
- Got to understand the marketing funnel.
- Designed and made conference attributes print ready.
- Familiarize with different online content marketing tools.
- Managed my own time.
- Worked together with designers from different clients.
- Made animations for Instagram and Facebook.
- Restyled and rebuilt the corporate website of Engagement Media.
- Translated brand values to engaging posts.
- Got more than 1.2 million likes on a single post for Pink ribbon.

WORK HISTORY

STUDIO BROEKHUIZEN - graphic- / web designer

May 2015 - January 2016

studiobroekhuizen.nl/debestesocialmedia.nl

Studio Broekhuizen does social media for the Dutch film industry. As a freelance designer I transform the existing movie posters into social media designs for Twitter, Facebook, Instagram & Snapchat. For new releases that do not have an identity yet I design a new one. For debestesocialmedia.nl I design all their visual communication.

During my time at Studio Broekhuizen I:

- Got to understand the power of social media.
- Made viral posts
- Designed and coded websites.
- Designed visual identities for several upcoming movies.
- Worked with highly complex Photoshop files.
- Worked with very tight deadlines.
- Implemented brand identities to various social media platforms.
- Made animations for Facebook and Instagram.
- Turned international movie release posters into Dutch posters.
- Designed Photoshop templates for social media posts for community managers to work with.
- Developed concepts for social media posts.

PUBLICATIONS, PRESENTATIONS & EXHIBITIONS

Publications:

SPITS NIEUWS – August 12 2013
“Humor en horror op je huid”

DE UTRECHTSE INTERNET COURANT – November 23 2013
Skateboardbuilder Bas van Druuten: “Ik verkoop niet alleen een product, maar ook een uniek verhaal.”

SALT MAGAZINE – 8th year #6, December 2013
“Cool people: alive & kicking”

SUBBACULTCHA! – December 12 2013
“We Will Publish You”

AD UTRECHT – January 3 2014
“Het Utrecht van Bas van Druuten”

DE DAKHAAS – January 21 2015
“Woody Skateboards”

CRAFT COUNCIL – August 6 2014
Article on Woody Skateboards

TROUW MAGAZINE – October 11 2014
“de Duurzame 100”

LINDA MEIDEN – October 11 2014
Article on Woody Skateboards

HET PAROOL – March 30 2015
“Hout van de stad”

360 MAGAZINE – Summer 2015
Article on Woody Skateboards

DESIGNBOOM – Juli 9 2015
“Woody skateboards repurpose urban wood for sustainable shredding”

WOMEN’S HEALTH – 3rd year #4, September 2015
Life skills

Presentations

PECH KUCHA UTRECHT #13 – March 27 2014
Presentation about the concept behind, and the creation of Woody Skateboards.

FUNX RADIO UTRECHT – October 10 2014
Radio interview on the concept behind Woody Skateboards on FunX Radio.

BZT SHOW – October 19 2014
During this edition of the best viewed Dutch children’s program I made a Woody Skateboard together with 12 year old Rikki.

INDIE BRANDS CRAFTS – December 11 2014
Presentation about the concept behind, and the creation of Woody Skateboards in Pakhuis de Zwijger.

STUDENTS IN MOTION – February 3 2015
Interview/presentation about Woody Skateboards at the University of Amsterdam

Exhibitions

DUTCH DESIGN WEEK – October 22-26 2014
Dutch Design week is the best design fair in the Netherlands. During this edition I showcased my newest skateboards.

NORTH MODERN – August 12-14 2015
1.1618 from Paris invited me to show my skateboards at their sustainable luxury pavilion during North Modern in Copenhagen

VORMGEVERS IN HOUT – October 17-18 2015
This is the best in Dutch woodworking, during the fair I displayed my latest skateboards.