

Larissa Nieuwland - Meuwese  
Date of birth // 02.08.1983  
Nationality: Dutch

RESUME



EDUCATION

Bachelor Degree (Ing.)  
Amsterdam Fashion Institute  
(AMFI) Visual Marketing /  
Fashion & Branding  
2003-2009

Dudok College  
Fashion Commerce  
2000-2003

COURSES

2018-2022:  
German course, level B1-B2-C1  
2011: Internet Marketing  
2006 AMFI: specialism  
Magazines

EXPERTISE

Adobe Creative Suite  
+++++++  
Dutch  
+++++++  
English  
+++++++  
German  
+++++++

PROFESSIONAL EXPERIENCE

2012 - CURRENT

**Sr. Graphic Designer** [independent]  
Company: Visual Flavour  
For Dutch & Swiss customers

**My own company.** I help define brand identity with corresponding media expressions for both established companies as well as start-ups in sectors like fashion, retail, food, sport and health. I create tangible results and manage interdisciplinary projects for clients like Intersport, Decathlon, Uichy, Bookfactory, Eucerin, ICI Paris, Claudia Sträter, Benu, Sibex, Van Tilburg, Daelmans, Malmberg and Tailor Digital.

**Skills:** packaging - logo - illustration - typography - POS material - webdesign - email marketing - online marketing - corporate identity - magazines - ads.

ROOTS

2008 - 2013 // Visual Marketeer + Productmanager at Sibex Europe - Rosmalen, the Netherlands  
2007 - 2008 // Graphic Designer at Fatboy - Den Bosch, the Netherlands  
2006 - 2007 // Photo editor at Comma Publishing - The Hague, the Netherlands  
2006 Internship: Visual Marketeer // Concrete Architectural Associates - Amsterdam, the Netherlands

2013 - 2018

**Sr. Graphic Designer** [employed]  
Company: Van Tilburg Mode & Sport  
Location: Nistelrode, the Netherlands

Biggest independent fashion retailer of the Netherlands. 500+ fashion brands. (Comparable to Globus and Jelmoli)

Responsible for all designs in:

**Online marketing:**

webdesign - newsletters (database of 300.000 clients) - inspiration lookbooks

**Printed marketing:**

magazines (414.000 copies) - packaging - billboards - illustration - advertisements

**In-store communication:**

narrow casting - logo - banners - display material.

CHARACTERISTICS

Rigid \_\_\_\_\_● Spontaneous  
Couch potato \_\_\_\_\_● Go-getter  
Wanna know why ●\_\_\_\_\_ Shy  
Messy \_\_\_\_\_● Like Swiss clockwork  
Jerk \_\_\_\_\_● Best friend

“ IF YOU CAN'T SOLVE A PROBLEM, IT'S BECAUSE YOU'RE PLAYING BY THE RULES - paul arden ”

RULES