



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

## EDUCATION

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

Dudok College  
 Fashion Commerce  
 2000-2003

## COURSES

2018-2023: German level B1-B2-C1  
 2011: Internet Marketing  
 2006 AMFI: specialism  
 Magazines

## EXPERTISE

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

## CHARACTERISTICS

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

# RESUME

## 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 in sectors like fashion, retail, food, sport and health. I create tangible results and manage interdisciplinary projects for clients like Intersport, Decathlon, Vichy, Bookfactory, Eucerin, Benu, ICI Paris, Heeg Treuhand, Erna Drion Photography, Claudia Sträter, Van Tilburg, Malmberg Books and Herzpraxis Zollikon.

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

**2022 - CURRENT**  
**Owner of Karte Blanche | Premium postcards**  
 Location: Zumikon, Switzerland

Karte Blanche is a premium brand specialized in exclusive, high-quality postcards and creative print work. I illustrate, manage productions, and lead cross-functional teams to further develop the brand and spread happiness with every card sent. [www.karte-blanche.ch](http://www.karte-blanche.ch)

## 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

**2024 - 2025**  
**Sr. Design Manager** [employed]  
 Company: Bookfactory / Bubu  
 Location: Mönchaltorf, Switzerland

Responsible for:  
 Implementing the **style guide** into a consistent, living brand experience.  
**Packaging and product design.**  
**Photography and visual brand identity.**

**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.

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