

Curriculum Vitae

Djamel de Ligt



Introduction

Moving from France to the Netherlands at the age of five, with a considerable language deprivation, opened my eyes to the importance of accurate expression and effective communication in order to integrate in a new and foreign environment. I had no other choice than to discover and experiment with different approaches to express myself in the best way possible. On the road to this discovery, my challenge turned into my passion. A passion that I have been sharing for the last twenty years.

After my studies Concept & Graphic Design, I worked for a variety of agencies and organisations on both online and offline projects dedicated to commercial branding and creative design. Nowadays, I am putting my experience to use by working *with* organisations to create integrated, innovative, interactive and impactful messaging. Online and offline. Internal and external.

As a seasoned sailor and surfer I have been lucky enough to have visited many places across the oceans. I consider travelling as one of the best ways to learn about different cultures and be inspired by the beauty this world has to offer.

Driven by my curious and innovative nature I have continued to broaden and develop my skills, allowing me to offer an integrated range of creative solutions. This, together with a pro-active and pragmatic approach, enables me to effectively deliver value and recognise further opportunities for my clients. So feel free to contact me and let's discover if we can make an impact together.



Djamel de Ligt

Experience

Independent in Concept Development |
Branding | Content Creation | Graphic Design
| UX/UI

2016 - present

Affiliate Designer

2020 - present | CFF Communications
Amsterdam

Lead Designer

2019 - 2020 | LeasePlan Corporation
Amsterdam

Senior Concept Designer

2007 - 2016 | Quince
Amsterdam & Budapest

Art Director

2005 - 2007 | Communicatie Garage
Rotterdam

Designer & Studio Photographer

2001 - 2005 | Brunotti Europe
Amersfoort

Junior Designer

1999 - 2000 | Zizo: Creatie & Litho
Den Haag

Clients



Education

Graphic Design

Royal Academy of Art, The Hague

Concept & Graphic Design

Graphic Lyceum Rotterdam

Graphic Techniques

Johan de Witt College, The Hague

Skills

Photoshop

Illustrator

Indesign

UX/UI

Motion Design

Photography

Proactive

Collaborative

Analytical

Concepting

Growth Hacking

Production

Leadership

Dutch

English

French

Interests

Cultures | Health | Growth Hacking | Martial
Arts | Music | Psychology | Sailing | Surfing |
Travel | Trends

Experience

Independent in Concept Development | Branding | Content Creation | Graphic Design | UX/UI

2016 to present

Working with organisations to create integrated, innovative, interactive and impactful messaging. Online and offline. Internal and external.

objectflor

Developed the B2B campaign journey for the new Expona Partner programme. Designed and formatted all B2B digital sales- and engagement materials, and created a bespoke newsletter format.

Kijkshop

Incorporated digital platforms in support of customer experience, making the organisation more approachable. Modernised customers' purchasing due diligence through the creation of respective specialist videos. Concept development, and end-to-end video production.

ATAG

Formatted and designed a coffee table book that not only illustrated the brand's values and heritage, but also presented its flagship offering. Translated this into a brand guideline for third parties, and designed an advertisement among various graphics.

SBM Casinos

Developed and designed pocket size rule-booklets of the favourite games in the casinos. By breaking down the game to the basics and including 3D visuals, so these are easily customised for other casinos brand guidelines.

Frendz on Tour

Setting up a successful pilot for the production for a Instagram fashion channel. In this format we made it possible for a group of fashionistas to travel the world in search for fashion trends while engaging and create a peak grow in their followers.

Unibail Rodamco

Developed the concept and delivered full end-to-end production of a 10-day Facebook live event ahead of Christmas. Created (online) advertising tools. Designed and implemented customer engagement initiatives.

Vrumona

Developed the overall out-of-home portal and API, replacing physical attributes for the Sales team. Designed and developed the interface for each respective product.

Experience

Interim Lead Designer

2019 - 2020 | LeasePlan Corporation

Interim Lead Designer for the Global Corporate Affairs department

Relevant projects

Aligned global communication channels, and designed local branding styles and go-to-market formats

Developed all LeasePlan communication materials ahead of- and during The World Economic Forum, Davos

Art direction and formatting for the annual- and sustainability report

Translated corporate reports and whitepapers to interactive animations

Developed content for all social channels (LinkedIn, Twitter, Instagram Stories)

Created visual for and monitored the global Sharepoint site

Designed and produced infographics, animations and motion videos in support of strategic messaging

Developed subsequent digital marketing materials and provided overall advice to the marketing team

Identified and produced market collaborations for the benefit of content creation

Experience

Senior Concept Designer

2007 - 2016 | Quince Amsterdam

Quince was a full-service activation agency, offering its clients creative omnichannel solutions. In my capacity as Senior Concept Designer I led the Samsung account, but also worked with a great range of other clients through a variety of creative challenges.

Upon the establishment of its Hungarian branch, I spent six months in Budapest as Commercial Director. Throughout this period my key responsibility was to position Quince in the local market. Tailoring our methods and techniques to fit local customs, and upskilling our Hungarian team to deliver upon the standards of these methods.

Relevant projects

Samsung;

Dealerbook

Produced and designed Samsung's annual dealerbook, which included all product division. This became the project with the most effective client cost to client value ratio within Quince, resulting in me being appointed as lead of the account.

Pop-up media event

Produced the concept for a pop-up event in Amsterdam to interactively present Samsung's home appliances. An open kitchen with Samsung's appliances was built, with meals prepared by renowned chef Ron Blaauw. Four separate gatherings were facilitated for Samsung's key professional relations; Dutch celebrities; food vloggers and influencers; and customers that had won the in-store competition.

Diamond Edition LCD-TV

Designed and developed all visual messaging and the website interface design. Translated this messaging to a physical concept to be displayed at the Millionair fair.

Retail campaigns

As lead of the account, I was responsible for the art direction and design of in-store campaigns, POS material design, exclusive packaging and cross-channel customer engagement programmes.

Goodyear

As art director, designed the dealer-site interface and dealership engagement strategy with elements ranging from loyalty programmes, gamification, email campaigns, and a dedicated dealership platform.

HTC

Designed the user interface for a mobile application supporting HTC's dealer platform.

KPN

Designed the front end user experience and interface for KPN's interactive store displays..

Holland Casino

Conducted a complete restyle of the brand in collaboration with TBWA and Sinot. Translated this to an omnichannel customer journey through the design and development of various activation campaigns. Designed the format for all further communication channels and (digital) marketing materials.

Kirkman Company

Developed the format of a "Flatgarden event", in support of realising a co-creative organisational culture. Designed and produced the entire event and accompanying visual messaging, and captured the outcomes of this thinktank.

MyCom 2.0

Conducted a thorough KYC assessment to fully restyle the brand identity and create a love brand. Created a new logo and visual representation. Redesigned the stores' interior design to enhance customer service and experience.

Warner Music Group

Designed and developed the website and desktop application for the launch of the newest Green Day album.

Experience

Art Director

2005 - 2007 | Communicatie Garage

A small agency in Rotterdam that operated mainly in the retail sector, specialising in direct mailing and premiums campaigns.

Relevant projects

ABN AMRO

Designed multiple direct mailing and premiums campaigns for ABN AMRO's Dutch market.

De Rode Winkel

Designed the new brand identity for Utrecht's largest jeans retailer.

Film1

Designed advertisements as well as POS concepts and promotional materials.

Hoya Vision Care

Created multiple campaigns for the Hoya Loyalty Platform and their retailers, which allowed for retailer customisation.

Novartis

Designed the format for a monthly newsletter and produced these newsletters. Designed an award and all supporting visual productions for a Novartis Award event.

Experience

Designer & Studio Photographer

2001 to 2005 | Brunotti Europe

Brunotti is a sports brand for young and active people, focusing predominantly on beachwear, ski-, snowboard-, and kite gear, and accessories. In my role as designer and in-house photographer, I was responsible for all visual expressions of the brand.

Relevant projects

Collection design

In collaboration with the Styling department, I co-created the themes, designs and prints of the collections. These were further translated throughout the brand's look-and-feel and supporting promotional materials for each respective season.

Collection books

Created the collection books for the Sales team, which included art direction, production, studio photography and lighting. With a very tight window between sales seasons, these productions were continuously under very strict timeframes.

Advertisements

Designed multiple advertisement campaigns for TV, billboards, magazines and sponsoring. Provided art direction on off-site photoshoots and productions.

Retail brand experience

Created the customer retail experience by designing the accompanying POS materials for each respective season, including shop-in-shop design and event stands.

Back to School

Translated each collection to an attractive back-to-school line in order for the brand to also appeal to the younger generation. This included diaries, backpacks, pencil cases et al.

TMF Awards

Collaborated with The Music Factory on their annual awards events. Through our in-house studio we were able to create the event's visual designs and experience. This included the campaign image for commercials, podium design, host speaker notes, programme booklets, as well as designed the award itself.

Secondary Experience

Traveler

1999 - present | Earth

As a passionate surfer, I have travelled to many countries and continents for longer periods of time. Living as a local between the locals in those countries has exposed me to a great variety of cultures, and taught me how to adapt to these cultures and the forces of nature.

Competition Sailing

2002 - 2005 | Regenboog classification

Foredeck position in one of the most classical sweet-water sail classifications.

Junior Designer

2000 - 2001 | Zizo: Creatie & Litho

Small design assignments and all-round support after my internship.

Production Runner

1998 - 1999 | Unit: Creative Management Agency

Enable the smooth production of large international photoshoots and advertisements.

Jumpmaster

1995 - 1998 | Bungy Jump Nederland

As Jumpmaster, I was responsible for the end-to-end demonstration process, emergency procedures, and training of new colleagues. As part of a Swatch promotion campaign, we performed a number of demonstrations in Morocco that were featured on national TV.

Want to know more?

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