

Summary

I'm an Art Director / Sr. Designer with 10+ years of experience. Though the main focus of my work is on the concept and design of interactive products (like websites, apps etc.) it's not confined to that area alone; for several clients I have also designed for print media and television.

I have an holistic view of design in the sense that I look beyond esthetics and try to understand how design can best serve my clients' and users' need.

Personal information

Name Martijn Hinfelaar
Date of birth 24th of june 1974
Nationality Dutch

Contact information

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Website www.martijnhinfelaar.nl

Currently,

Today **Owner @ martijn hinfelaar concept + design**
martijn hinfelaar concept + design is a (one-man) design agency that specializes in the design of interactive, digital products

I design and develop digital products, create visual identities that work both off- and online and build useful and friendly websites.

Work involves graphic design, branding, concept development, interaction design, creative direction, client management and new business development.

for recent examples of my work visit: www.martijnhinfelaar.nl

Current clientlist: NU.nl (Sanoma Digital), BNR Nieuwsradio, De Telefoongids & Gouden Gids, Bakker Hillegom, Telegraaf Media groep, Legal Intelligence, BNG (Bank Nederlandse Gemeenten), Bertram + de Leeuw



(Relevant) Work Experience

till june 2007

Freelance designer / Art director

As a self-employed Art Director / graphic designer I have worked via agencies as well as directly for clients. Even though I have a background in Internet Design my workfield ranged from interactive to print and sometimes television. In the last years my work slowly shifted towards a more directive role than a hands-on one. I have been directing DTP-ers, junior designers, photographers and agencies on several occasions for different projects and clients. I believe that my strong points are quality design work, a good understanding of business and a flexible approach.

clients: De Telefoongids, INFO.nl, Transavia.com, Ilsemedia, Howardshome, Delafranco, NUZ, Legal Intelligence, Hotelcompany.com

till April 2004

Designer @ mediacatalyst Amsterdam

Work included concept development and design of SonyEricsson.com (2002-2003), guiding and directing third-parties working on the SonyEricsson.com website, being part of a design team within a starting organisation. Involved in developing and presenting pitches.

Art direction, Design management, Interaction- and visual design

till January 2002

(interaction) designer @ OZLO (lowe interactive) Amsterdam

Work included : (internet) projects for a diverse number of clients, more oriented towards online marketing communication and fast moving consumer goods.

Interaction- and visual design

till January 2001

(Junior) Interaction designer @ Wunderman Y&R Amsterdam

from April 1999

Work included: Several large projects (internet & intranet) which involved extensive contact with the client (Ericsson worldwide, KPN holland, Dell Europe). Assignments abroad.

Interaction- and visual design



References available upon request.



(Relevant) Education

January 1999
(graduated) **Product Design @ HKU, Utrecht school of the Arts**
Graduated January 1999
1997 Exchange with Bezalel Art Academy Jerusalem, Israel

1991 **High School specialized in Art @ Katrinelund skolan, sweden**
One year as an exchange student at Katrinelund highschool in Sundsvall, Sweden. I followed the specialized Art track.

Courses & Workshops

February 2008 **Arduino basics workshop @ mediamatic**
Basics of Arduino programming & hardware

January 2005 **Cibali & Interactive ideas @ Kadir Has Uni. istanbul**
An international design workshop in Istanbul (Turkey) focusing on interactive ideas and the historic districts of the Golden Horn (Cibali & Fener)

2002 - 2003 **Communication & Design management @ INHOLLAND**
One year of a two-year bachelor course in design and communication management. Course included subjects such as branding, strategy, marketing and visual Identity.

September 2001 **Interaction design summerschool @ IDII, Ivrea Italy**
EC Sponsored Interaction Design Summer School in Ivrea
From 1 to 10 September, Interaction Design Institute Ivrea co-hosted the i3 Interaction Design Summer School, a hands-on ten-day workshop for more than 50 recent graduates working in interactive system design.

Over the years I have also done several courses in video filming / editing, scenario- and short story writing.

Skills

Languages
Fluent in Dutch (native), English and swedish
Intermediate in Portuguese and Spanish
Basic knowledge of French and German

Computer
Experience with all relevant software application on both Windows and Apple OS X Including: Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Fireworks, Adobe Flash, Microsoft Word and Microsoft Powerpoint
Basic Knowledge of HTML , CSS and Processing



Personal

Open minded, Broadly interested, curious!, multinational and multicultural mindset, flexible, pragmatic, hardworking and full of ideas...

Interests

Physical computing (Arduino & Processing)
Music, Filming and writing

