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RESUME

illustration: www.baswaijers.com
graphic design: www.baswaijers.com/design

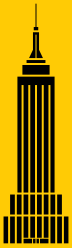
Brooklyn, New York

Summary

I'm a Brooklyn-based graphic designer and illustrator. I was born and raised in The Netherlands, where I began my career as an Art Director.

With over 15 years of experience, I know what works and I've proven it successfully on a wide variety of projects. In dealing with many different clients, I have been able to build excellent people skills and valuable relationships.

I approach any project with two goals in mind: I strive to be original in concept and design, and I always aim for a flawless execution.



Experience

Freelance • Brooklyn, New York • August 2004 to present

Illustration, iPad Development, Character Design, Story Development and Art Direction.

Clients include: Cathoderay, ConneXion 360, Broad Street, Directv, Dolfinarium, Draftfcb, Fila USA, Flickerlab, G2, Greenhouse, Iris, MICE iCom, Mindset, NFL, The Penguin Group, Rapp Collins Amsterdam, Rob Thomas Productions, Rosetta Marketing, She Essential Beauty, Simstar, SJI Associates, SK Visual, Spring Design Studio, Studio Elrey, SuperNova Interactive, T-Ink, Teliris, Tribal DDB New York, Tunes On Tap, TBWA Amsterdam, Walibi World, Wieden+Kennedy New York, Wunderman New York, Y&R Not Just Film



Bas Visual Concepts • Amsterdam, The Netherlands • March 1996 to July 2004

Art Direction, Graphic Design, Concept Development, Illustration, and Animation.

Clients included: Arcade, Art View, Beats Included, BMG Netherlands, Combat, Dynamics Records, EMI Music Netherlands, Erick E, L'eau, Lube, Mecado, Nike, Not A Number, Philips, Sony, The Hot Shop, The Language Lab, United Knowledge, Universal Music, WD81, Wieden+Kennedy, Wolters Noordhoff, Zomba Record Holding

Max Advertising • Eindhoven, The Netherlands • July 1994 to February 1996

Art Director – Handled all aspects of design, art direction, production and new business acquisition for various corporations. Managed the agency's interns and freelancers.

Efcom • Breda, The Netherlands • January 1994 to June 1994

Senior Graphic Designer – Responsibilities included the design, layout, production and project management of collateral materials for the studio's varied clients. Art Directed various projects and served as liaison during press checks to outside printers and service bureaus.

Simon & Westerveld Communication • Tilburg, The Netherlands • November 1990 to March 1993

Art Director – Designed, supervised and produced campaigns and collateral material for various clients. Worked directly with clients, vendors and printers to ensure quality control.

Education • **St. Lucas Art Institute** • Boxtel, The Netherlands • August 1985 to May 1989

Diploma in Graphic Design & Advertising

Software Knowledge • Expertise in Photoshop, Illustrator, Modo, Painter (working experience with Maya)

Publications • My work has been published in various books and magazines such as *Pictoplasma, Los Logos, Metalheart, Computer Arts Magazine and 3D World Magazine.*

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