

# Jerome Bertrand

CREATIVE DIRECTOR

Utrecht, The Netherlands

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Name: Jérôme Bertrand

Utrecht, The Netherlands

Languages: Fluent English, Dutch and French (native speaker)

Married, father of two.

Creative thinker and maker, trainer and coach. Focused on team results. Just mad about sailing.

Working experience & (senior level) competencies

- User experience design
- Visual interface design, visual design
- Axure expert designer (Axure PRO latest version, web prototypes)
- Web advertizing and information intranet concepts
- Graphic design (allround)
- Expert Google SketchUp PRO
- (web) 3D city navigation design
- Google Earth/ Maps API
- Adobe PRO Suite
- Photographer (professional)
- Documentary filmmaker (video + installations)

## Experience

Lecturer in visual design and user experience prototyping

**Avans Hogeschool, aMUX academy**

Breda, The Netherlands

Aug 2009 - Present

Lecturer in visual design and user experience design (Breda, NL) at AMUX Academy for multimedia and user experience. BA level education.

Includes coaching/ mentoring for last year's students.

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founder, co-owner, head designer

Utrecht, NLD

Jan 2006 - Present

## GeoGames

May 2006 – present: founder and front-end runner of start-up company <http://geo-games.eu> in several roles: project manager and consultant; senior visual interface designer and team lead/coach.. Responsibilities: General management, partnerships, investor relations, business/ sales, creative direction, marketing en design direction.

Working area:

- Product-market-mix for GeoGames.
- Innovative business model development for GeoGames.
- Concept and art direction of commercial 3D (geo-) web applications
- Coach for interns.
- Visual designer for a list of commercial organisations
- Initiatives, development and optimisation of online and offline marketing communication
- Pitches, concept presentations (competitions)

Awards:

- Top 10 'Techno-starters' (2 juli 2008) with our Launching Customer the UMC Utrecht (University Medical Center Utrecht) for internal and external communication and 3D web routing (Google Earth and Maps), outdoors and indoors of campus complex).
- 'SeriousCity, concept for a game with a serious aim for public services': Ex aequo winner of the Virtual worlds and public services' competition (Ministry of interior, BZK, jury chairman Alexander Rinnooy Kan, February 4th 2008)

Projects: September 2006 - Juli 2008 via GeoGames:

June - July 2008: Expert reviewer, consultant and writer, for the Utrecht City council (Dpt. City promotion).  
Expert review consultant for the City Council website [Utrecht.nl](http://Utrecht.nl) and presentation of results before the city council. Responsible for the section on 'user experience design en visual design'.

June 2007 - Juni 2008: Project manager, Designer, Universitair Medisch Centrum Utrecht.

Innovative initiatives, design and implementation of a 3D navigation system for websites in Google Earth/Google Maps for: <http://www.umcutrecht.nl> . This 3D navigation system is online and shows indoors and outdoors routes to and from the UMC Utrecht campus complex.

Working area:

- User experience design, Visual design
- Project manager outsourcing software engineering.
- Off-shoring 3D production and quality control.

February- April 2008, Project manager, editing for serious game concepts for youth aged 13-16..

Senior visual interface designer  
Presentation of concepts seminars at the City Archives of Rotterdam and the Zeeland archives. Project management for the (online) concept of educational serious gaming applications.

Amsterdam  
Mar 1998 - Jan 2006

Previous positions (1995 – September 2005):

- Concept initiative, brainstorm sessions management for the city Council 1998- September 2005, Senior visual designer en coach, at in Project technology of the substance of teama B.V.
- Presentation of design concept (intra) for 8 visual designers and a total of 500 colleagues from the work base of op 112 colleagues.

December 2003- January 2008, Project manager, lead team of lead and coordinators for the public sector. Seminar presentation at the TU Delft (intranet internet, windows applications).

Development of visual concepts for interactive applications en information systems and concept editing

- Design of visual identity package at Delft TopTech 'Rush Hour' seminars (online, digital and print) prototypes.
- Definition of visual standards and guidelines for design <http://www.tivredin.com/in/jeromebertrand>
- Coach

1996 - 1998, EURO RSCG Bikker , Art Director, senior multimedia designer, at advertizing/ communication agency (Bikker Interactive Media)

Projects: multi-media productions and websites design: Project: 'Projectmatig Creëren (CD-rom production), Cebeco, Ministry of Welfare/Sports, VWS, Home Office.

Part-time activities as trainer and teacher:

2008-2009, Elyciotalen.com (French native trainer, all levels and all settings)

2005 - 2007, Hogeschool Rotterdam, CMD, Lecturer Visual interface design (BA).

1999 - 2002, Hogeschool voor de Kunsten Utrecht (HKU), Faculteit Kunst, Media en technologie Hilversum; BA and EMMA

Teacher and course leader of the Master of Arts DMD: visual communication and visualisation

1993 - 1999, Course leader, course developer, IBM, Philips, HKU, SPC, Computerij trainer.

1998, Training Cd-rom Projectmatig Creëren with startup company 'Bike' (Kern consult, Daniel Ofman, Jo Bos). Creation of the Multi media/ multi channel project 'Projectmatig Creëren', and the website for the company Kern Consult.

Free-lance projects:

1995 - 1998, CD-i Interactieve training productions for the medical and Pharma sector (Bayer, MSD) visual designer, art director.

Other working experience in teaching/ training: (1995 - 2007):

- Co-development of interface design curriculum

In-company courses and workshops

Education

<http://www.linkedin.com/in/jeromebertrand>

BA, Postgraduate level Communication Design

## Education and Training

The Netherlands. Paris,  
France

Education:

1992 – 1993:

Diploma in Information technology: AMBI EXXIN Utrecht/Computerij  
Den Bosch.

1983 – 1988:

BA in graphic design and audiovisual design at the Hogeschool  
voor de kunsten Arnhem. Created 4 audiovisual productions (video  
and multi-media).

1975 – 1981:

French Baccalauréat B (focus on human sciences and economics,)  
at the International Lycée. Followed half of classes in English:  
history, geography, literature and philosophy at the British section.

Professional training:

2002 User Interface design at in-company Informaat (Achmea  
Active!)

2001 Coach training at Schouten & Nelissen

2000 Improvisation (theater) training Henk Hofman

1999 Consultancy training (senior professional level) at Boertien &  
Partners

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