

Gaby Poelmann

FREELANCE GRAPHIC DESIGNER

Amsterdam, The Netherlands

gpoelmann@gmail.com

+31 6 46 143 266 mobile

Graphic Designer who was born in the centre of The Netherlands, Utrecht. Today I am based in Bloemendaal, a small village close to the beach and only a thirty minute drive from Amsterdam. The sea is a great inspiration to make beautiful and efficient designs for all kinds of advertising materials, you will find me surfing there when I'm not behind my Mac. I also like to travel and meet new people around the world. Just talking and listening to people of different cultures gives me new perspectives and inspiration to make better work. For the last twenty years I have been working for a variety of clients, both in size and market, with that experience I can efficiently identify an appropriate visual tone for the brief.

Experience

Freelance Graphic Designer/ Desktop Publisher

Amsterdam
Jan 2013 - Present

Gaby Poelmann Design

I am working and have been working for a diversity of advertising agencies and clients.

Alta
Anomaly
Adidas
Alfred
Being There
Brand Articulations
Boondoggle
Choice Hotels
Daylight
De Creatieve Directie
Dopper
Elance Academy
Fitzroy
For Foodies
Found
GH+O communicatie en creatie
Goud Uberconnected
HAVAS Amsterdam
Holland&Barrett
JobsRepublic
JWT Amsterdam
JWT Retail
Marktplaats
Natwerk
Nike
Ogilvy
POS Video
Publicis Amsterdam
Saatchi & Saatchi
Samen met Max
Stonecast
The Sting
True
Tweedehands BE
Two Fish
Unga Toys
Waytoplay toys
Xpring

Responsible for designing and developing POS and advertising materials, graphic design, design brochures, image

manipulation, presentations, lithography, store design,
conference design, exhibition design and social media content.

Graphic Designer/ Desktop Publisher

Amstelveen

Dec 2011 - Dec 2012

Publicis Groupe

Responsible for designing and developing various advertising materials for both offline and online communication, lithography.

Brands/Clients

- Randstad
 - Wagner
 - Stichting ALS
 - PostNL
 - Oranje Fonds
 - SCA
 - Nestle
 - Hartstichting
 - Renault
 - Garnier
-

Graphic Designer/ Desktop Publisher

Amsterdam

Jul 2008 - Nov 2011

Havas Worlwide

Responsible for designing and developing various advertising materials for both offline and online communication, lithography.

Brands/Clients

- Vichy
- Peugeot
- Citroën
- Nutricia
- Kraft
- Dokters van de wereld
- Reckitt Benckiser

Graphic Designer/ Desktop Publisher

Wormer
May 2006 - Jun 2008

Pimz reclame & vormgeving

Responsible for designing and developing POS and advertising materials, graphic design, design brochures, image manipulation.

Brands/ Clients

- Saucony
- Pall Mall
- Content
- Schouten&Nelissen
- Gazelle
- Jansen Post & Cocks (Police)

Employee plus propositions

Hoofddorp
Oct 2004 - Apr 2006

Sanoma Uitgevers

Responsible for the technical supervision of such special forms of advertising.
folding covers, sachets and other special forms of advertising.

Traveller

Around the world
Oct 2002 - Sep 2004

MeMyself and I

South America, New Zealand, Australia, Asia, Europe.

Graphic Designer/ Desktop Publisher

Bussum
Feb 2001 - Oct 2002

Happy Marketing Character Merchandising

Responsible for designing and developing POS and advertising materials. Development of jewelery and fashion accessories.
(Including Internship)

Brands/ Clients

- The Walt Disney Company
- Warner Brothers
- Pixar

Assistant art director (Intern)

Amsterdam
Aug 2000 - Jan 2001

PPGH/JWT Colors

Responsible for designing and developing POS and advertising materials.

Brands/ Clients

- BMW
- Shell
- Essent

Education

Graphic design /concept (finished)

Amsterdam
Sep 1998 - Jun 2002

Grafisch Lyceum Amsterdam

Mavo (High School)

Houten, utrecht
Sep 1994 - Jun 1998

College de Heemlanden

Skills

Computer proficiency

Adobe creative suite CC: Illustrator, Photoshop, InDesign.

Keynote, Powerpoint.

Design Capabilities

Typography, logo's, image manipulation, lithography, designing and developing of all kinds of advertising materials.

