

Martin Zuidema

DESIGN & DIRECTION

Amsterdam

Martin Zuidema is a multidisciplinary Design Lead based in Amsterdam focussed primarily on Digital Product Design / UI / UX and Branding & Visual Identity. He has been working with creative organisations and individuals for the last 20 years across The Netherlands and New York City, both independently and with design studios such as Argo Design, Mirabeau / Cognizant and iO Digital. Currently Design Lead at Zero trillion Amsterdam.

Some of the clients he has worked with are New York Life, Unicef, Spaces, The Van Gogh Museum, CitizenM Hotels, The Amsterdam Fashion Academy, The ING Bank, The World Wildlife Fund and the City of Amsterdam.

Adobe CC and Figma are his weapons of choice. He knows how to balance artistic and commercial aspects on projects he is working on and is result and target driven. He has a strong sense of aesthetics, is a clear communicator at all levels, an analyzer, motivator, inspirator and problem solver. He gets the job done.

hello@quitebuttery.com
office

Experience

Design Lead

Zero trillion

May 2022

Design Director

Worldwide
Mar 2014 - Present

The Butter Space

The Butter Space Magazine is a tribute to creativity and creative characters. Created in Amsterdam in collaboration with photographer Cindy Baar.

www.quitebuttery.com

Stockists: ☐☐

Athenaeum, Spui 14-16, Amsterdam

Basheer Graphic Books, 231 Bain Street, Singapore☐

BookThugNation, 100 North 3rd Street, Brooklyn, New York

Coffee Table Mags @ Public Coffee Roasters, Wexstraße 28, Hamburg☐

Desert Island, 540 Metropolitan Ave, Brooklyn, New York

Do you read me?!, Augustrasse 28, Berlin☐

Galleria Carla Sozzani, 10 Corso Como, Milan☐

Human Relations, 1067 Flushing Ave, Brooklyn, New York☐

Johnny at the spot, Jan Pieter Heijestraat 94, Amsterdam☐

Local goods store, Hannie Dankbaarpassage 39, Amsterdam

McNally Jackson, 52 Prince St, New York☐

OBJECT_IFY, 139 Essex street, New York

PhotoQ bookstore, Wijdesteeg 3A, Amsterdam☐

MoMA PS1, 22-25 Jackson Ave. Long Island City, New York ☐

Roodkapje / Megashop, Teilingerstraat 128, Rotterdam☐

Rough Trade, 64 North 9th Street, Brooklyn, NY

The Proud Otter, Dollebegijnensteeg 7, Amsterdam☐

Ultra de la Rue, Oudekerksplein 30, Amsterdam☐

Walnut mixstore, Carolieweg 26, Groningen

Design Lead

Amsterdam
Dec 2021 - Apr 2022

argo Design

Design Lead

Amsterdam
Oct 2019 - Nov 2021

Mirabeau / Cognizant Amsterdam

Senior Creative

Amsterdam
Apr 2018 - Sep 2019

Oberon Amsterdam

Senior Creative

Dec 2013 - Mar 2018

Freelance Senior Creative

Art Direction, concept, design & strategy for projects with iO Digital, Mattmo, Formlab and DAY Amsterdam.

Senior designer

Amsterdam

2010 - 2013

Bureau Mijnheer

Senior designer

Amsterdam

2007 - 2010

Dutchlabel

Designer

Amsterdam

2005 - 2007

Gyro International

Designer

Amsterdam

2002 - 2005

CG ontwerpers / 8-13

Designer

Amsterdam / Groningen

2000 - 2002

The Factor.e

Education

Masterclass

Amsterdam

Feb 2011 - Jun 2011

Second Sight Academy

Trends, Foresights & Strategy Masterclass

Bachelor Graphic Design

School of Art & Design

Noordelijke Hogeschool
Leeuwarden
1994 - 2000

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