

Good design makes good business!

Henry Bauke - Brief

Henry is a graphic designer that integrates the expertise of Branding in his process. He is responsible for digital and print work in combination with Brand design, Brand strategy, Brand engagement, Brand training and design management.

He has been working for a large number of clients, including; TNT post, T-Mobile, E.U, Queensland Rail, Queensland Theatre Company, Donunt King, Sunny Eggs, Heineken, Philips, ING bank, Etos, Arbouw, Teatre National Catalunya, OZ lotto, Novartis, Roche, Delta Lloyd, Schouten & Nelissen...

With an international background and upbringing, Henry has a vision and understanding of global markets. However he has been living and working in the Netherlands, for 7 years; undertaking national and local projects.

Henry began his career working for agencies and studios across Spain and the Netherlands. This experience led him to work for multiple clients and environments. Producing award winning work.

It was soon clear that he had a strong conceptual bias that was strengthened by enrolling on the Master of Visual Communication at the renowned dutch school, Post St.Joost in Breda.

Along the years, Henry has been working for commissioned work across the Netherlands and other countries. He has joined Prince Dialogue, Studio Jan de Boer, Hollands Lof. He has been working as an Art director in the digital agency of BCM located in Brisbane, Australia. And joined in 2011 the creative team of the Brand consultancy Interbrand - Amsterdam.

Today Henry still evolves under his ideas of "clear messaging in simple and communicative designs". Eliminating the noise and focussing on the relevant. Substraction in place of addition. That is the way he can ensure relevance and uniqueness.

Important elements in his work are: strong ideas, straight forward use of techniques, a self-willed identity and great ability to turn imagination into reality.

As a creative mind, Henry believes in the importance of following the well neglected and inherent sense of intuition. A tool that has proven to come up with the best decision making.

As a conceptual mind, Henry empowers strategic thinking by pairing his approaches with strategic goals. Having the ability to give inspirational inputs. This combination favors him as a fit reinforcement.

Energetic, resourceful and passionate. Henry is a committed professional that has been collaborating on giving creative workshops and sessions in China, as well as being a lecturer in the Art School of Barcelona and other platforms.

Motivated and in love with his work, he likes to be surrounded by a challenging environment, not a 9 to 5 mentality. Straight forward with thoughts, and always open for a discussion.

He is keen to find a good team, to create great and valuable input and help to make a very positive work environment. Summing it up, **to make your world**, **his world**.



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Henry Bauke - Resume

email: info@henrybauke.com web: www.henrybauke.com Permanent adress Timorstraat 2022RK Haarlem / The Netherlands Permanent adress Rosellón 68 1°1°. 08029 Barcelona / Spain

Education

2006-2008

Master in Visual Communication Post St. Joost, Breda The Netherlands

2002-2006

Superior studies on Graphic Design Escola d'Arts Aplicades Llotja, Barcelona / Spain

2000-2002

Middle studies on Graphic Design Escola d'Arts Aplicades Llotja, Esplugues Spain

Languages

- Dutch as a second language
- English / Spanish as my mother tongues.
- French & German, elementary level.

Other

I carry recommendation letters. Please ask if it interested.

Work Experience

2013

Design / Brand designer for Consultancy firm Interbrand Amsterdam.
 Reinforcing the Creative team at Interbrand Benelux. Undertaking corporate design, and building up brand equity.
 Specialties: Brand Design, Brand Strategy, Brand Engagement, Brand Training, Design Management.
 Clients: Philips, Heineken, Philips, ING bank, Etos, T-Mobile, Ducroire Delcredere, and Egypt Tourism Agency.

2011

Art direction / senior designer for BCM agency in Brisbane.

In charge of accounts like Donut King, Wallace Bishop, Sunny Queen eggs, Queensland rail, Oz Lotto, Mirva, Queensland Theatre Company.

Designing campaing plans, multimedia content and concept development.

2010

- Independent contractor for Spanish & Dutch clients.
 Designing multimedia content and Iphone apps.
- Independent contractor for Studio Jan de Boer.
 - Editorial designer.
- Design Intern at the studio Hollands Lof. Ontwerpers 2008 / 2010
 Conceptual, strategist, Art Director.

Collaboration and creation of campaigns, corporate identities, websites, multimedia presentations & print material.

2008

Working for a print group as a Hardcore Creative DTP'er.
 Lead designer & Print, marketing staff.

- Independent contractor for Dutch clients.
- Creation of a design for the City Hall of Rotterdam in the public space at the area of Afrikaanderwijk (South Rotterdam). Exhibiting the Afrikaanderwijk project at the Graphic Design Museum (Breda).

2007

- Since lates 2007 / founder of Studio HB.
- Independent contractor for ASN Bank Group.
 - Creation of the corporate identity VoorDeWereldVanMorgen, web site, and campaign advertisement.
- Signage system project for the City Hall of Breda.
- Independent contractor for Spanish & Dutch clients.
 Graphic design.

2006

- Independent contractor for Hollands Lof.
- Exposing design in gallery Blaak in Rotterdam.
- Collaborating in editions for Papermind Fanzine.
 - Experimental print & multimedia Design.
- Working on the communication department for the Academy of Arts & Crafts of Barcelona.
 Start-up student Committee for the Arts.

2005

- Communication bureau Prince Dialogue (Barcelona). 2003 / 2005
 - Design Intern.
- Art assistance in exhibitions (Rotterdam).
 - Visual presentations.
- Participant in exhibitions at independent galleries from el Raval / Barcelona.
- Studio Akema (Barcelona) 2005.
 - Junior Designer.

Extracurricular

- Design Workshop in Nanjing & Beijing Interaction Design 2008
 - Group lead designer
- Participant in the project for Visual Poetry in Urban space in the dutch Design Week 2008 (Madrid).
 - Designer, Video Editor.
- Lecturing at the Academy of Arts & Crafts of Barcelona in Design Issues, from The Netherlands. In 2008.
- Design Workshop in Shijiazhuang Design University (China) Design in Public Space 2007
 - Group lead designer
- Exhibition Gallery Blaak 10
 - Co-curator
- Participant in exhibitions at independent gallery el Raval de Barcelona.
- Few Exhibitions in art shows in Barcelona & The Netherlands. Since the 2005.

Skills / Knowledge on Mac & PC

Photoshop Final Cut Pro

Illustrator 3d software - Cinema 4D

Indesign

Flash Web language - HTML (basic)
After effects Web language - CSS (basic)
Premier Pro Website CMI - Wordpress

Lightroom

Macromedia Package Google analytics Iphone SDK / Initiation Google adwords