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WORK EXPERIENCE

In 2004 I started my career as a creative entrepreneur in the field of communication, art & design. Over the years I have worked in-house and freelance for a number of different organizations, focusing on concept development, communication strategy, graphic design and creative direction. Next to working on more commercial client based projects I also develop independent and collaborative art projects, experimenting with a mix of conceptual and form oriented work, using techniques such as screenprinting, drawing, photography and painting. In 2014 I co-founded atelier/art space [Schatjes](#) in Amsterdam where I organize exhibitions for and with various artists and designers.

Fields of expertise

- ▶ *Communication & creative development* | communication strategy, concept development, project management, creative direction.
- ▶ *Graphic design* | visual identity, brand development, art direction, editorial design, illustration, web design, product design, packaging design.
- ▶ *Audiovisual media* | storytelling, animation design, video editing & production.
- ▶ *Art & design* | screenprinting, drawing, painting, photography.

Languages

Fluent in English and Dutch (both native languages)

COMMUNICATION & DESIGN

Selection of freelance & in-house projects

2018 - 2019 **Smarthouse Films** | in-house brand development, creative production & design for a film production company in Amsterdam.

2016 - ongoing **DubbeLL - Buurtontwikkelaars** | concept development, illustration, visual storytelling and web design for Amsterdam based venture looking for new ways to develop neighborhoods.

2016 **Erasmus University Rotterdam** | visual storytelling and animation design for *Deception Detox*, a 10 part MOOC video series.

2015 - 2016 **Moyee Coffee** | brand development & packaging design for the world's first fairchain coffee company in Amsterdam.

2014 - 2019 **Yoni - Rethinking periods** | concept development, brand development, editorial design & packaging design for a new brand of organic feminine care products.

2013 - ongoing **Utrecht University - International Office** | visual identity, illustration, animation design and editorial design promoting s exchange program.

2013 - 2016 **NEMO Science Museum** | editorial design for the *ScienceLive Kennisboom* exhibition, presenting various academic research projects.

2013 **Earth Charter Nederland** | various illustrations and web design created to visualize the Earth Charter principles and bring together a network of participants and organizations.

2013 **Het Grote Kakker Vakantieboek** | concept development and editorial design for a crowdfunded children's book written by Philip Walkate.

2011 - 2015 **Post magazine** | concept development, visual identity, illustration and editorial design for 10 editions of the University College Utrecht alumni magazine.

2011 - 2014 **Obbe Tiddens** | concept development, visual identity and various graphic design projects for visual artist/painter, aiming to promote and to present an overview of his work.

2011 - ongoing **StudiekeuzeOpMaat** | visual identity, illustration, web design and editorial design for a coach collective helping young students to determine their choice of study.

2010 **TEDxAmsterdam** | concept development and video production for a *Ideas Worth Doing* promotion video.

COMMUNICATION & DESIGN

Selection of freelance & in-house projects

- 2010 - 2013 **Vonk - Kamervragen** | visual identity, illustration, web design and live illustration for co-creative evenings about sustainability at the Stadsschouwburg Amsterdam.
- 2010 **ExperimentNL** | a series of illustrations for the annual publication of the NWO-Quest, bringing together a collection of stories about pioneering Dutch scientific research.
- 2009 - ongoing **University College Utrecht** | concept development, visual identity and various graphic design projects promoting Utrecht University's liberal arts and sciences college.

EDUCATION / DIPLOMAS

- 2006 - 2008 *Master of Arts - Creative development* | Investigating collaborative creative processes and methodologies, leading to my dissertation: *We Design* | Utrecht University
- 2002 - 2006 *Bachelor of Design (with honors) - Graphic design* | specializing in concept development, typography, illustration visual identity | Hogeschool voor de Kunsten Utrecht
- 1998 - 2001 *Bachelor of Arts - Humanities & Social Sciences* | with tracks in modern history, art history, philosophy, cultural anthropology | University College Utrecht (Utrecht University)
- 1997 - 1998 *Creative development program* | courses in philosophy, art history, painting, filmmaking | Vrije Hogeschool Driebergen
- 1995 - 1997 *International Baccalaureate* (equivalent to VWO) | International School Hilversum
- 1986 - 1995 Primary and secondary education at various international schools in Los Angeles, Tokyo and Hilversum

For more information and examples of my work please refer to my online portfolio: www.laurenshebly.nl

- 2009 - 2013 **Taragalte Festival Morocco** | visual identity, poster campaign, various graphic design projects and video production for the annual desert festival in M'Hamid El Ghizlane, Morocco.
- 2007 - 2009 **Commodore Gaming** | in-house brand development, product design, packaging design and various graphic design projects promoting the revival of the 80's computer company.

ART & DESIGN PROJECTS

- 2015 - 2016 **Dirty Water** | concept development, curation, photography and exhibition design featuring work of six artists around the theme of dirty water, held at the Schatjes gallery.
- 2015 **For What It's Worth** | concept development, curation, exhibition design and a co-authoring a fictional narrative around an exhibition of lost and found artworks. Opening exhibition of Schatjes gallery.
- 2013 - ongoing **Schatjes - art & events** | co-founding, developing and managing an experimental art space in Amsterdam.
- 2013 **pretty big shirt** | concept development and design of a 10 x 6 x 6 meter t-shirt installation as part of the *Freezing Favela* exhibition at Mediamatic.
- 2013 **Phofography** | crowdsourcing a collection of 'flawed photography' as part of a collaborative project for an edition of University College Utrecht's *Post magazine*.
- 2009 - ongoing **pretty nice shirts & stuff** | co-founding a t-shirt company featuring screenprinted t-shirts that aren't really nice, they're pretty nice.
- 2005 - 2006 **De Dienst & Dit is Nederland** | Internship with artist Martijn Engelbregt and co-designing the catalogue *Dit is Nederland* for his collaborative art project *De Dienst* commissioned by the Dutch parliament.
- 2004 - 2005 **IVIVVVVV** | concept development, scenario and animation design for a 10-minute video inspired by the 'Hierophant' Tarot card for a NoTV production.