

Rik van der Kroon

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D.O.B.: 3 October 1986



I am looking for a creative position in The Netherlands in a Marketing department, and/or Video Design and Production department. My ability to find innovative solutions and take unexpected approaches is an asset I bring to each challenge offered to me.

I graduated with a Bachelor's degree in Communication and Multimedia Design at the University of Rotterdam in July 2009 and wrote my thesis on international marketing between Asia and the West.

Work Experience

2009 **Graduation project: The Nielsen Company - Marketing in Asia and the West**

Under Nielsen Australia, I was based in Malaysia to research how to tackle cultural barriers in international campaigns for Nielsen for their corporate marketing department.

Work includes:

- Working on various design projects within strict Nielsen brand identity guidelines.
- Understanding and adapting to local and company culture.

2007 **Internship: Noterik B.V.**

Started as an intern junior designer on a project funded by banks and institutions, for foreign workers to understand basic tasks while being in The Netherlands, using video and flash animations.

After a month, the project manager was moved to another project. I took this opportunity to show initiative and make certain suggestions, acting as a project manager to finish the project, which had already been delayed by three months, within the deadline.

Work includes:

- Designing workflow for designers and flash developers for better time efficiency.
- Communicating with the client to redefine project parameters and methods.

2006 - Current **CC-TV productions**

Video production house. In late 2006 as a hobby project, I founded CC-TV.nl to create videos of computer-related events and later to serve clients from the computer and IT industry - as well as supporting and designing their sponsored campaigns.

Current major clients include Intel Europe, MSI Europe, GameParty B.V, Royal Dutch Telecom KPN Getronics PinkRoccade, Hogeschool Rotterdam.

Work includes:

- Target group analysis.
- Co-development of campaign plans, message and visual identities.
- Instructing third parties (composers, graphic designers and illustrators).
- Execution of video registration using own professional grade video equipment.
- Post-production including professional grading and after effects.
- Mastering on various formats.

2005 - Current Freelance work

Design work consisting of mostly web design for small companies.

Among the clients are a famous Rotterdam restaurant and an IT service company.

- Work includes:
- Visual design and interaction design.
 - Basic HTML/CSS, and instructing back end developers.
 - Photography
 - Copywriting

2000 - 2008 Sales

Worked as a sales clerk and manager in various specific retail outlets during weekends.

Sales of high-end specialized audio and home theatre systems and home cinemas.

- Work includes:
- Face to face contact with customers.
 - Managing projects with multiple parties.
 - Knowledge of audio and video and their technical workings.
 - Knowledge of computers, building and compiling them and how they work.
 - Instructing third parties and leading projects.

Skills

Software packages (Mac or PC)

- Expert in Adobe Photoshop.
- Expert in Adobe After Effects (including various Trapcode plug-ins).
- Expert in Adobe Premiere.
- Expert in Apple Final Cut Pro.
- Skilled in Adobe Flash.
- Experience in web programming (HTML, CSS, and Flash ActionScript 2).
- Experienced in Linux.
- Expert in server management for Windows 2003/2008.
- Experienced in configuring networks and servers.
- Experienced in Microsoft Sharepoint.
- Experienced in IBM Lotus Connections.

Personal skills

- A no-nonsense work ethic focusing on practical solutions.
- Strong in communication and selling ideas and products.
- An astute insight into customer demand, trends and targets.
- Strong organisation skills.
- Ability to work independently and in a team environment.
- Reliable in time and delivery.
- Experience in communicating with clients and representing products and companies.
- Focus on software and creative development. Also a comprehensive understanding of technical workings behind the creative possibilities which gives me an edge in instructing third parties.
- Expert in photography and video productions on a professional level.
- Skilled in animation and video identity design.

Fluent in Dutch and English.

Good command of German.

Education

Completed

HBO level (Bachelor) Communication and Multimedia Design (2009)

with a minor in Experience Branding and Marketing.

Graduation thesis on international marketing between Asia and the West with a 9/10 final mark.

University of Rotterdam (Art Department / WDK)

HAVO niveau: Economy and Society profile (2005)

SG Tabor location Werenfridus in Hoorn

Other Information

- Organised and mixed the live audio and video stream of the Museum Night Rotterdam project: “The Night Barber” to 11 different museums all over Rotterdam. “The Night Barber” is a live audio-visual performance where live jazz music is improvised on the sound made by the barber’s scissors and combs.
- Oversaw the migration of the Microsoft Sharepoint system and the Novel system to IBM Lotus Connections for optimum collaboration and communication within Rotterdam University.
- Project manager for the development of IBM Lotus Connections for Rotterdam University.
- Developed an educational module for Rotterdam University in which students work for actual clients in the University’s learning environment.
- Active in the Rotterdam University student council for quality management.