

## Personal Information

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**Nationality** Belgian  
**Date of Birth** 10 April 1975  
**Place of Birth** Lilongwe, Malawi

## Work Experience

- 2011 – 2013** **TBWA\E-Graphics - Display Ad Developer**
- Development and deployment of display ads for our major advertisers
  - Streamlining the creation and development process
  - Research and development of new online campaign possibilities
- 2002 – 2010** **Katania - Freelance Designer & Developer**
- Interactive Communication & Print
  - Online communication, production and/or campaigns for clients such as:
    - Sony VAIO online for Europe
      - branding & product showcases
      - point-of-purchase interactive presentations and standalone apps
      - Maintenance, localisation and updates of visual elements
    - Ad agencies
      - online marketing campaigns & display ads for major brands
      - online flash games & virals
    - Government agencies and municipalities
      - websites
      - print
      - touch-screen applications
      - interactive standalone applications for USB's
- 2000 – 2003** **Multimedia College - Instructor**
- Business courses: teaching Flash and Actionscripting
    - Flash Basic : Design and animation with Flash
    - Flash Advanced : Programming in Actionscript in Flash
- 1999 – 2002** **The Independents - Art-Director**
- Concept and graphic design for commercial projects
  - Production work in a team environment
  - Responsible for setting up and managing a design cell of 5 designers
    - Hiring and training of new designers
    - Project management and quality control
  - Type of projects: Internet, intranet, CD-roms, online games, company presentations, kiosk applications, print...

- 1998 – 1999**      **Imagic - Graphic Designer**
- Concept and graphic design for commercial projects
  - Web site production
  - Type of projects: Internet & intranet
- 1997**              **Imagic - Internship**
- Concept and graphic design for commercial projects
- 1996 & 1997**      **Endemol Interactive - Vacation Job & Internship**
- Concept and graphic design for commercial projects
  - Creation of in-house entertainment & lifestyle web site

## **Education**

- 1994 – 1998**      **Advertising & Graphic Design**
- Graduated with distinction as “Master in the Visual Arts”
  - Department of Visual Arts
  - PHL University, Hasselt, Belgium
- 1990 – 1994**      **Architecture and Design**
- 9<sup>th</sup> - 12<sup>th</sup> year secondary school , Hasselt, Belgium
- 1995 – 1996**      **DTP Course, Hasselt Belgium**  
**1987 – 1994**      **Art Academy, Bilzen, Belgium**
- Perspective, portraits & figure drawing

## **Software Knowledge**

Photoshop, Flash, Illustrator, Indesign, Xara, Acrobat  
Office: MS Word, MS Excel, MS Powerpoint

## **Programming & Scripting Knowledge**

Experienced: Actionscript 1, 2 & 3, HTML, CSS, XML  
Basic: AIR, Javascript, PHP, HTML5, SVG

## **Display Ad Platform Knowledge**

Experienced: MediaMind Eyeblander, Google DoubleClick Studio  
Basic: Adforms