

# CURRICULUM VITAE

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## **Eloy van der Harst**

Born on 30-08-1978, Paris

Dutch nationality

[eloy.vanderharst@gmail.com](mailto:eloy.vanderharst@gmail.com)

06 50 430 624

[www.e78.eu](http://www.e78.eu)

## EDUCATION

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2017 - 2017

### **NIBAA Institute HBO**

*Brand strategy & Design Management*

- Brand Management
- Brand Strategy
- Marketing

2003 - 2006

### **Media Institute**

*Visual Design & Media Communication*

- Visual design
- UX & UI design
- Typography
- Colour theory
- Art history
- Web- and Graphic Design
- Photography
- Cinematography
- 2D and 3D animation

## LINGUAL KNOWLEDGE

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Dutch  
English  
German

Fluent in writing and speech  
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## EMPLOYMENT

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2017 - Present

### **Office Depot Europe**

*User Experience & User Interface designer*

- Translating business requirements to user-friendly online experiences on the hybrid ecommerce platform.
- Translate user testing data and customer feedback to optimized online experiences.
- Working in a agile scrum team.
- Visualising user experience solutions through flows, wireframes en design mockups.
- Presenting online solutions to internal stakeholders.

# EMPLOYMENT

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2009 - 2017

## **Office Depot International**

*Brand-, Marketing- and Communication designer*

- Lead designer for B2B & B2C marketing.
- Motion graphic designer.
- Concept & design development for ownbrand marketing material.
- Concept support for HR and L&D's internal communication.
- Creative concept & design support for international conferences.
- Photographer and Video editor.

2007 - 2009

## **E78 Media Design**

- Artdirector
- Designer

2002 - 2007

## **Men at Work**

- Visual Merchandsing
- Sales support

1998 - 2001

## **Insotel Prestige Resorts**

- Stage designer
- Artdirector
- Audio and light specialist
- DJ

# KNOWLEDGE & SKILLS

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## **Software knowledge**

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Adobe Aftereffects

Adobe Premiere

Adobe Audition

Axure

Powerpoint

## **Skills**

Design

Branding

Marketing

Communication

User Experience

Scrum methodologie

Agile methodologie

Out of the box mindset

Conceptual thinking

Presenting and selling

Arts and crafts

# PERSONALITY

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Ever since I can remember I've been hands on creative. Drawing, arts and crafts made up the majority of my life. This love for art grew into a passion for visual design. I'm also a tech enthusiast and a bit of a computer nerd.

I'm direct, honest and extravert when needed, though when I'm in the 'creative-zone' you won't notice my presence.

Further more, love to jam with my mates on the guitar and get some laughs. I'm definitely not an athlete, but always in for cliché long walk.