

PROFILE

I'm an all-round digital creative with 10 years of experience in design and over 4 years in several leading digital advertising agencies. The most important goal in my work is to deliver bright and effective campaigns within any briefing. My technical and digital background gives me the power to go outside the traditional advertising box.

EXPERIENCE

Senior Interactive Designer at Ogilvy Amsterdam Jun 2010 - Present

As the Lead Creative and Design for the interactive department I am responsible for all digital campaigns. I work both direct for clients or together with traditional creative teams on integrated campaigns. My clients include: IBM, American Express, XS4ALL and Ford.

Interactive Designer at Proximity, BBDO Aug 2007 - May 2010

Responsible for concept, interaction- and visual design for different campaigns on most clients including: Monsterboard Europe, Shell, Mercedes-Benz and Procter & Gamble. Besides that I supported the account team with technical projectmanagement.

Multimedia Developer at Talmon B_Connected Oct 2005 - Jul 2007

Responsible for managing the interactive department. Concept creation, Interaction design and developing different types of interactive products. Also facilitating the film department with motion graphics design.

Internship Interaction Designer at Studio-Ode Jan 2004 - Jul 2004

Design and programming of applications and installations. With a strong focus on interactive 3D experiences and presentations.

Graphic Designer at volta_ontwerpers Sep 2001 - Jan 2004

Graphic Designer at NEROC Aug 1998 - Feb 2001

EDUCATION

MA, Master of Arts in Digital Media Design, The Open University 2004 - 2005

BAT, Bachelor in Design & Technology, Hogeschool voor de Kunsten Utrecht 2001 - 2004

Graphic Design, Grafisch Lyceum Utrecht 1996 - 2000

SKILLS

Concept development
Digital Media Design
Flash/Actionscript (prototyping)
Image Manipulation
Motion Graphics

AWARDS

DMA Echo Awards Bronze & Leader
John Caples Awards Finalist march '12
Lovie Awards 4x Shortlisted
Webby Awards Nominee
San Accent Nominee

CONTACT

Portfolio www.basderks.nl
Telephone +31 (0)647 090 622
Email info@basderks.nl