

RICHARD AGE MIEDEMA

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INTRODUCTION

My career plan never included short term or long term goals. And the path I choose was not composed of a sequence of jobs that at the end would have led to 'my ultimate dream job'. Instead, my objectives where build on passion, opportunity and instinct covering a wide variety of interests with one common theme, namely: creation.

Sometimes giving the priority to my wife's career, or taking the time to enjoy the period right after the birth of my children, or working as a volunteer in a third line hospital for kids, my curriculum shows a couple of gaps that I'm actually kind of proud of. They show I'm a caring person with lots of love for the people around me and, is that not what gives life the quality and color that it deserves?

My experiences made me a creative chameleon, adapting quickly to different professional and social environments. The companies that I've worked for where always as diverse as my interests and I love using my creative mind in worlds that appear to be contradistinctive. That led to inspiring and less obvious collaborations that gave me the energy I needed to bring out the best of my talents.

For over two decades, I've been working as a freelance creative in various fields and positions such as design, production, marketing and sales, combining my personal values with my interests, knowledge and wide range of skills. Even though I didn't design my path implying vertical growth, my goal has always been providing increased satisfaction to my career values doing what I'm doing the best way possible. Job satisfaction is one major key to a happy and long working life.

WORK EXPERIENCE

- 08.02.2008/present IN PRODUKTIE, Amsterdam, Netherlands
owner
- management and design services (accounts listed in appendix*)
 - freelance graphic designer/illustrator/art director/creative coach
- 01.11.2015/present ITALIAMOCI, Amsterdam, Netherlands
owner
- non-profit organization that promotes the Italian language and culture
- 01.09.16/30.02.17 AMC hospital, Amsterdam, Netherlands
patient registration process rep
- ensure a positive patient experience and accurate administration of the registration process within a third line hospital environment
- 01.01.16/30.04.16 MINI LODGE - CHEROKEELAND
content creator
- creation and online management of visual and verbal marketing assets

- 15.01.14/30.04.15 PHILIPS BV, Amsterdam, Netherlands
designer
- graphic design and illustrations on project base
- 15.01.13/14.01.14 PHILIPS BV, Amsterdam, Netherlands
assets producer
- production management of visual and verbal marketing assets for product launches and lifecycle management within brand identity – marketing team
- 01.07.11/14.01.13 PHILIPS DESIGN BV, Amsterdam, Netherlands
creative production manager
- production management of visual and verbal marketing assets for product launches and lifecycle management within brand identity – design team
 - creation of visual content (illustrations, icons, graphic design)
- 01.02.08/30.04.09 3 CIRCLES MEDIA, Amsterdam, Netherlands
motion graphic and game designer
- creation of content for TV broadcasting
- 2004/2007 ECOSAN SAS, Florence, Italy
marketing manager
- sales and purchases; import/export (EMEA, APAC, US); marketing and communication: sales network development, financial reports, PR, EU programs
 - Novosan, NL: responsible of the exclusive agency for the Italian market
 - 3M: business development
- 01.01.05/31.03.05 ADACTO, Empoli, Italy
game designer
- design of advergames (Sammontana account)
- 2002-2004 SILLYSTRATIONS, Florence, Italy
designer
- accounts listed in appendix*
- 1998-2002 SILLYSTRATIONS, Amsterdam, Netherlands
designer
- accounts listed in appendix*
- 1996-1998 HORN ELECTRO, Arnhem, Netherlands
sales specialist
- 1996 DAVID BADE, Utrecht, Netherlands
artist
- Exhibition of paintings
- 1995-1996 KOGGE PROJECT, Kampen, Netherlands
wood worker
- Reconstruction of a XV century cargo ship (kogge)
- 1996 GALLERIE VAN HULSEN, Leeuwarden, Netherlands
artist
- Exhibition of paintings with various artists including Herman Brood

VOLUNTEER EXPERIENCE

- 01.06.16-present AMC EMMA KINDERZIEKENHUIS, Amsterdam, Netherlands
pedagogical associate
- Support the pedagogical team of the teenage department within the Emma hospital for kids with creative activities

EDUCATION

- 1991-1995 HOGESCHOOL VOOR DE KUNSTEN CONSTANTIJN HUYGENS, Netherlands
art school (painting, sculpting)
- 2008 DUTCHVIEW, Media Park Hilversum, Netherlands
Xpression design
- 2002-2004 ACCADEMIA ITALIANA – ARTE MODA & DESIGN, Florence, Italy
fashion and design institute
- 1994-1995 LOI, Netherlands
copywriting
- 1990-1991 MDGO/mk, Netherlands
graphic design and fashion

LANGUAGES

Dutch	native
English	fluent
Italian	fluent
German	good

ADDITIONAL INFORMATION

B driving licenses

PASSION

My lovely wife and our beautiful kids, art, design and cars.

APPENDIX

* IN PRODUKTIE

- accounts:
 - Bose Products bv, sound systems and stereos manufacturer, Purmerend
 - De Wasfabriek, recycling company, Amsterdam
 - We are here, foundation to build doghouses, Lesbos
 - NCN, Netherlands Centrum for Neurotechnology, Nijmegen
 - Philips Design, communication design, Amsterdam
 - Philips Consumer Lifestyle, marketing department, Amsterdam
 - Philips Design, consulting innovation design, Eindhoven
 - Mini Lodge, Mini specialist, Muiderberg
 - Cherokeeeland, Jeep Cherokee specialist, Muiderberg
 - Pay Logic, ticket facilities, Amsterdam
 - Cash 4 KM, TV show, Amsterdam
 - Jurk, Jeroen van Koningsbrugge and Dennis van de Ven, Amsterdam
 - World events, global event management agency, Amsterdam
 - 3circles media, crossover media production, Amsterdam
 - Monique van de Ven, Zomerhitte, movie production, Amsterdam
 - Chantal Bruinsma, theater production, Amsterdam
 - Ciba Vision, eye care company, Benelux
 - Cup of jo, mobile coffee company, Amsterdam
 - Doublejo, media and event organisation, Amsterdam
 - Polygoon producties, motiongraphic and movie direction, Amsterdam
 - Premium Classics, classic cars specialist, Vught
 - Ecosan, professional supplies distribution, Italy
 - Othala, real estate management, Amsterdam
 - Fabulous Woman, Fashion, Amsterdam
 - All Year Tuscany, booking agency, LA
- assignments in collaboration with Polygoon producties for the accounts:
AUB, Glomobi, Icare, Llink, Spits

* SILLYSTRATIONS

- accounts Italy:
 - Adacto, advergaming development, Empoli
 - Ecosan, professional cleaning distribution, Firenze
 - Exmud, club, Firenze
 - Intooitiv, event organisation, Firenze
 - Loft, club, Firenze
 - Massimo Nicosia, fashion designer, Firenze
 - Nuova Service Man, professional cleaning distribution, Firenze
 - Popcafe, cafe', Firenze
 - Yab, club, Firenze
- accounts Netherlands and Belgium:
 - Banga productions, record label, Amsterdam
 - Beidehandjes. construction company, Arnhem
 - BFF, Belgium basketball foundation, Antwerpen (B)
 - First floor productions, film producer, Amsterdam
 - Florence Hill, brothel, Grobbedonk (B)
 - Friesland installaties, installation company, Kimsward
 - Hagenbeek INC, accountant and consultant, Breda
 - Nike, Headquartes, Hilversum
 - Noman, record label, Amsterdam
 - Othala, specialised real estate. Amsterdam
 - Ottograph, artist, Amsterdam
 - Ruigoord, event organisation, Amsterdam
 - Wax clinic, record label, Zwolle