

# CV

## Personal Information

*Roy:* I'm an Art Director who strives for genuine organic ideas. Ideas created by pushing your mind to go beyond the basic creative thought or solution. Being able to fly free as a bird before delivering original, sometimes extraordinary ideas. I love to bring ideas to life through imagery, as well as writing a heading or bodytext every now and then.

*Roy in words:* Respectful, outgoing, humour, sensitive, hard worker, family, details, Dutch, perfectionist, friends, eagerness to learn, persistent, a little rebellious, flexible and a creative philosopher.

*Name:* Roy Cesar  
*Family name:* de Jong  
*City:* Amsterdam, The Netherlands  
*E-mail:* [roycesardejong@gmail.com](mailto:roycesardejong@gmail.com)  
*Website:* [www.roydejong.com](http://www.roydejong.com)  
*Title:* Art Director  
*Date of Birth:* January 27th 1983  
*Place of Birth:* The Hague  
*Nationality:* Dutch  
*Sex:* Male

## Education

2005-2009  
**Title** Art Academy, Willem de Kooning Academy, Advertising, Rotterdam, The Netherlands  
**Bachelor of Design**  
Major: Forecasting, Creative Marketing and Copywriting

Clients Politie (arrestatie team), Unilever (Adez, Unox), Blijdorp (zoo), Philips (Sustainability), Sultana, K-Swiss, American Apparel, Tetris (Gameboy), Tom Tom, Foster Foundation of America, Ikea, Ebay, Freitag, Sire.

JAN Spring semester 2008  
Exchange program Spring Semester, School of Visual Arts, Advertising, Manhattan, New York.  
Classes: ADVERTISING ADVANCED 3X, +A, ADVERTISING ADVANCED, NO HEADING, GUERRILLA ADVERTISING.

Clients Doritos, Preent Child Abuse.org, Weight Watchers, POM, Fresh Direct, Snuggle, Yellow Pages, Tumi, Rogaine, Purell, Right Guard, Select Comfort, Lamborghini, Sapporo, Adopt a Greyhound, Maglite, Stop Global Warming, AIDS, Sixflags, Black&Decker, Google.

2000-2004	University, Nimeto, Advertising, Presentation and Communication, Utrecht, The Netherlands
<b>Title</b>	<b>Graphic Designer</b>
	Major: Advertising and Graphic Design
Clients	Bijenkorf, Energie (clothing), JVC, Gsus (clothing), Museum Nacht.
1997-2000	High school, Petrus college, Zoetermeer, The Netherlands

## Professional Experience/Internships

OCT 2011 – JUL 2012	Art Director / Copywriter at Advertising agency Nijgh, Rotterdam, The Netherlands. <a href="http://www.nijgh.com">www.nijgh.com</a>
Clients	Alfa Romeo, Hogeschool Rotterdam, Koninklijke Boskalis, UCLA, DCMR Milieudienst Rijnmond, ADP, USG Capacity, Secretary+.
2010 - 2011	Freelance iPad Magazine app Developer and Graphic design, for SANOMA UITGEVERS Hoofddorp, The Netherlands
Clients	Magazine iPad apps: Viva, Ooggetuige (new). Magazines graphic design: Grazia, Flair, Viva.
AUG 2008 - JAN 2009	Internship, Junior Art Director, Agency HOUDINI-AMSTERDAM, The Netherlands, <a href="http://www.houdini.nl">www.houdini.nl</a>
Clients	Auto Trader, Funda, Startpagina, Flair, JEEP, Start People, Duthler, Nationale Carriere Beurs, HB Kroese Paternotte, Almhof.
2004 - 2006	Freelance Graphic design, for SANOMA UITGEVERS Hoofddorp, The Netherlands
Clients	Magazines: Viva, Grazia, Yes, Flair.
2004 - 2007	Casting Agency, acting/bit-player, Harry Klooster, Amsterdam, The Netherlands
Clients	GTST, ONM, Schnietzelparadijs (Dutch movie), Amenisia
AUG 2003 - JAN 2004	Internship, Graphic Design, Graphic Design Agency, Carree Vormgevers, Capelle a/d IJssel, The Netherlands, <a href="http://www.carree-vic.nl">www.carree-vic.nl</a>
Clients	Care2Move, Rotterdams Basketball, Bijl Partners in Public Relations, Hema, AVR, Hibirin.

## **Awards & nominations**

2008	Graphis New Talent Gold winner (3 pieces)
2008	One show nomination
2008	Jonge Honden The Netherlands, second place winner
2009	ADCN nomination (Houdini, client: Auto Trader)
2009	SAN Accent (Houdini, client: Auto Trader)
2011	Mercure nomination Best innovative iPad app of the year (Viva magazine iPad)
2011	Mediafacts National Publisher congress, best published app (Viva magazine iPad)

## **Languages**

Dutch native  
English fluent

## **Extra specialisations**

Forecast & Creative Marketing  
Guerrilla Advertising  
Copywriting  
Humour as a tool in Advertising (thesis)

## **Technical skills**

Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Woodwing iPad tools  
Final Cut Pro

## **Hobbies**

Travelling, ice skating, cooking,  
fitness, museums, movies, Photography, writing.