

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
Website: www.roydejong.com
Title: Art Director
Date of Birth: January 27th 1983
Place of Birth: The Hague
Nationality: Dutch
Sex: Male

Education

2005-2009 Art Academy, Willem de Kooning Academy, Advertising, Rotterdam, The Netherlands
Title **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 |
| Title | Graphic Designer |
| | 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. www.nijgh.com |
| 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, www.houdini.nl |
| 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, www.carree-vic.nl |
| Clients | Care2Move, Rotterdams Basketball, Bijl Partners in Public Relations, Hema, AVR, Hibir. |

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.