

# RICK BOLDING

Visual Designer / Digital/UX Designer / Content Creator



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## PROFILE

I am a social person who works well in a team. Even after a relevant division of tasks, I am able to work independently and thereby always able to seek the creative solutions and work in a solution-oriented way.

## WORK EXPERIENCE

- **NPO** / 2021 - NOW  
USER EXPERIENCE DESIGNER

Within the NPO I'm working as a User Experience Designer in the Sites & Apps team. This team is responsible for all the Radio websites and Apps from the NPO; Radio 1, Radio 2, 3FM, Radio 4, Radio 5, SterrenNL, FunX, KX, and Radio 2 Soul & Jazz.

The Top 2000 and Serious request are also two big events every year and this is also on our list. Some examples here are the voting tool and the chart functionalities for the Top 2000.

Next to these big projects and platforms we're also responsible for the apps in the automotive sector, Smartwatch and other wearable Apps, the studiomessenger and Visual radio.

With this team we're constantly working on the user experience of our touchpoints. Where needed we're testing new features and designs together with the end user and implemented it if needed.

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- **ECCO SHOES** / 2019 - 2021

- GLOABL DIGITAL DESIGNER**

My role at ECCO is Global Digital Designer. I'm together with two other designers responsible for all the commercial campaigns during the year. We're translating the marketing briefs and commercial calendar into consumer journeys and designed campaigns. A commercial campaign consists Landingpages, newsletters, Social, Display Ads, PLP banners and Homepage graphics for multiple markets.

With these campaigns we're promoting the different types and the premium collection of ECCO across all markets globally online.

Next to this we're also helping the different markets with specific job request based on their needs. This could be anything like banners, ads, social posts for a specific need.

And of course we as Digital designers helped the UX designers of our e-commerce website in updating and optimising some components and elements to create a better user experience. In this case we're in close contact and test to see what the best solution are for each specific case like the checkout, productpage and independent components.

- **ISOBAR** / 2017 - 2019

- VISUAL DESIGNER / CONTENT CREATOR**

Social Embassy is merged into the company Isobar in 2017. A company with offices located in 45 countries and 85 different cities worldwide. Isobar currently focuses on the rollout of various Social campaigns and Brand Commerce ideas for all our customers. My task here is the creative output. I am a visual designer and I am working on the visual appearances of the campaigns and visuals that we make. Some of the clients we're working for are; Netflix, Karwei, Mastercard, Coca Cola Company, Etos, Gamma, Libresse, Body & Fit, Philips, AB Inbev etc.

- **SOCIAL EMBASSY** / 2014 - 2017

- VISUAL DESIGNER / CONTENT CREATOR**

At Social Embassy I work for many different brands. As a content creator and visual designer, I am mainly busy designing content for all these brands which will be shown on the Social platforms. The different things we're creating are current events, visualizing a certain strategic timeline and converting it to a number of posts, a promotion or promotion from the brand in question or the larger projects such as promotion pages and / or activations on Facebook itself. Brands for which I regularly make designs are at Social Embassy; Coca Cola, Fanta NWEN, Zwitsal, Magnum, Histor, Dove, Ben & Jerry's, Etos etc.

- **XS4ALL B.V.** / 2012 - 2014

- (WEB) DESIGNER (COMMUNICATIE SPECIALIST)**

As a (web) designer I was involved with a wide range of designs for XS4ALL itself. Some examples are online activities for the website / social media platforms to offline brochures, flyers, posters and direct mailings.



- **ELECTRONIC ARTS** / 2014 - 2015

**DATA REVIEWER**

For the Electronic Arts company I was responsible for Data Reviewing. I perform this work for the FIFA Football Game, in particular for the football clubs Ajax and Young Ajax. The purpose of this function is to ensure that the data used in the game are as recent as possible. Consider the selections with football players. Youth players who move on, new purchases, shirt sponsors who change etc. It is a voluntary position that I fill in with great passion for football.

- **WEBWINKEL SHOPPEN** / 2012 - 2015

**CO-FOUNDER**

www.webwinkel-shoppen.nl is a site where you, as a visitor could search for the right webshop that fits in your behavior and needs. You can easily and quickly find your ideal webshop. Using smart filtering options, we give our visitors the opportunity to pass on their wishes so that after these choices only webshops remain that perfectly matches the wishes of the visitor.

- **D-TAIL COMPANY** / 2008 - 2012

**JUNIOR ART DIRECTOR**

As a designer I had the task of taking on the creative aspect and making the designs for the customers of d-Tail Company. The assignments varied from websites, various intranets, newsletters to social media branding for companies.

## EDUCATION & STUDIES

- **HOGESCHOOL VAN AMSTERDAM (HVA)** / 2006 - 2010

<b>Education level:</b>	HBO
<b>Education:</b>	Interactieve Media
<b>Specialization:</b>	Content en Communicatie
<b>Outflow differentiation:</b>	IAM professional
<b>Diploma:</b>	Ja

- **MEDIACOLLEGE AMSTERDAM** / 2002 - 2006

<b>Education level:</b>	MBO
<b>Specialization:</b>	Mediavormgever
<b>Outflow differentiation:</b>	Multimedia designer
<b>Diploma:</b>	Ja

- **BREDERO COLLEGE AMSTERDAM** / 1998 - 2002

<b>Education level:</b>	Mavo
<b>Diploma:</b>	Ja

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## INTERSHIP EXPERIENCE

- **D-TAIL COMPANY (AFSTUDEERSTAGE) / 2009**

I also completed my internship at the d-Tail Company company. I already worked part-time as a 'Multimedia Designer' and I continued to do this work. My learning goal in this period was that I wanted to experience an entire project from start to finish so that I could see all different phases within a project and could learn from it.

- **D-TAIL COMPANY (SNUFFELSTAGE) / 2008**

d-Tail Company is an interactive communication agency in the Zaanstreek. It is a small company that carries out its work across various branches within the media industry. I made banners, websites, newsletters, the branding for a couple of companies, flyers and logos. The biggest assignment I had during my internship was the project 'The Collector of the Year' for the foundation Stibat company (A foundation for collection Batteries.) Art Rooijackers was the presenter of this project.

- **E-MARK SOLUTIONS / 2005**

A company that specializes primarily in email marketing for the business market. In addition to their specialism in email marketing, they also regularly did webdesign assignments. My job within the company was fairly broad. I have done several odd jobs and was not busy with one specific thing. Some of the assignments I did were; design various newsletters, made a presentation demo for Intrum Justitia which they eventually used at a conference at the Kurhaus. In addition, I also helped with the realization of sales banners for E-mark customers themselves.

- **GRAFISCH LYCEUM AMSTERDAM / 2004 - 2005**

Due to a shortage of internship positions, we had to go through one of the periods at our school itself. During this internship we created a website for a volunteer organization called 'Humanitas'. The assignment was that could bring them closer to the youth as an organization. The purpose of 'Humanitas' was to recruit more younger members and to bind them to the foundation.

- **LIVECOM/COMPULSE / 2004**

Company engaged in the development of a Live Chat application for companies that can put that on their website so that they can easily communicate with the customer and answer questions faster. My job within this company was to convert the LiveCom corporate identity to a new style. In addition, this style had to be applied to all parts of the company, both offline and online. I also started a Live Demo that explains how the application works on the basis of images so that the customer no longer needs a manual, but only needs to watch a short film.

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## LANGUAGES

	Speak	Write	Read
<b>Dutch</b>	Good	Good	Good
<b>English</b>	Good	Good	Good

## SOFTWARE

<b>Creative software</b>	<i>Adobe</i>	<i>Illustrator Photoshop Indesign Lightroom Adobe XD</i>
	<i>Bohemian Coding InVision Enterprise Figma Inc.</i>	<i>Sketch InVision Figma</i>
<b>Video</b>	<i>Adobe</i>	<i>Premiere After Effects</i>
<b>Text editor</b>	<i>Sublime</i>	<i>Sublime 2</i>
<b>Other software</b>	<i>Microsoft Office</i>	<i>Word Excel Powerpoint</i>
	<i>Apple</i>	<i>Keynote</i>
<b>Content Management</b>	<i>CMS</i>	<i>Wordpress EPiServer</i>
<b>Salesforce</b>	<i>Commerce Cloud</i>	<i>Page Designer</i>

## INSPIRATION

**webdesignerdepot.com**

**fubiz.net**

**thefwa.com**

**awwwards.com**

**codrops.com**

**Unsplash.com**

**Behance.com**

*Inspiration weblog for creatives*

*Inspiration weblog for creatives*

*'Favorite Website Awards'*

*Website with Awardwinning websites*

*Free assets, tips & tricks for webdesigners*

*Alot of photos, and for free! :)*

*Een plaats vol mooie projecten gemaakt door designers*

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