

**Dirk J. Smit**

Dr. Joh G. Mezgerstraat 23
2041 HT Zandvoort

T. +31 (0)6 28 831 892
E. djsmit83@gmail.com

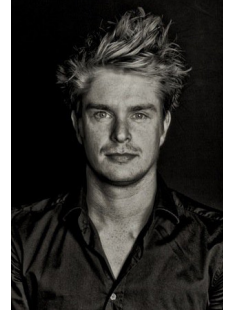
Date of Birth: 08-07-1983

Nationality: Dutch

Sex: Man

Portfolio. djsmit.online

Linkedin. [dirk-smit-063442a/](https://www.linkedin.com/in/dirk-smit-063442a/)



Personal Summary

As a creative professional, I specialize in crafting compelling brand narratives by leveraging robust brand strategy, art direction, and creative design. My approach considers both the brand's requirements and the customer's needs, ensuring seamless communication alignment. I integrate reason, insights, emotion, and vision to construct meaningful and enduring brand stories, concepts and realisations.

With a tonne of experience, I thrive in collaborative creative environments, collaborating with diverse professionals such as designers, copywriters, strategists, photographers, videographers, producers, motion & interactive designers, and project managers. I excel in an omnichannel context, understanding the broader scope of projects and consistently devising innovative solutions.

Currently on a well-deserved sabbatical, I remain eager to embark on new and challenging opportunities. I seek a position that not only optimally utilizes my existing skills and experience but also propels me into further personal and professional development. Because of my sabbatical, I can act & start fast.

Work Experience

> Decathlon Netherlands, Amsterdam

Creative Director

October 2021 – November 2022

[decathlon.nl](https://www.decathlon.nl)

Decathlon, a family-owned company founded in 1976, is driven by the belief that top-quality sports products should be accessible to everyone. As an international sports retailer with 2080 stores across 56 countries, Decathlon is known for its ever-evolving, high-performance designs, offering the best quality at the most affordable prices. My role as Creative Director involved creating a transformative journey for Decathlon in the Netherlands. I led the development of a premium brand identity, provided critical guidance, and executed new strategies for various campaigns and innovative retail solutions.

As Creative Director, my responsibilities included:

- Questioning and renewing the company's vision, positioning, identity, concept, and art direction in alignment with brand values and future market innovations.



- Developing a new brand positioning and identity for 2023 and beyond.
- Collaborating with the board of directors and stakeholders to craft an aesthetic brand reflecting core values.
- Creating, evaluating, and executing innovative concepts within budget for brand and sales campaigns across all omnichannel touchpoints.
- Overseeing creative photo and video shoots for all mediums, from concept to execution.
- Designing inspiring and innovating retail solutions, interior design, office design, fairs, and shop-in-shop concepts.
- Ensuring consistency in brand messages across all touchpoints and aligning with brand values.
- Inspiring and mentoring in-house creative teams for growth and personal development.
- Managing both in-house creative teams and external agencies for various creative disciplines.
- Developing new design processes to enhance the company's design execution.
- Expanding the creative department with new talents and specialists.
- Continuously pushing the company creatively and challenging it on a visionary level.
- Enhancing the online customer experience to align with the brand and contribute to e-commerce KPIs.

> **Joolz, Amsterdam**

Creative Director

October 2015 – June 2021

joolz.com

Joolz, a rapidly growing Dutch design company founded in 2004, specializes in premium and ergonomic pushchairs and accessories. As Creative Director, I played a key role in the company's creative growth, resulting in increased sales and establishing Joolz as a market leader in multiple countries.

In this capacity, my responsibilities included:

- Developing and implementing two new brand positioning and brand identities in 2016 and 2021.
- Shaping the vision, positioning, identity, concept, and art direction in line with brand values.
- Ensuring consistency in brand messages across all touchpoints.
- Creating, evaluating, and executing innovative concepts for brand and sales campaigns across omnichannel touchpoints.
- Managing in-house creative teams and external agencies for various creative disciplines.
- Enhancing the online customer experience to align with the brand and contribute to



e-commerce KPIs.

- Inspiring and challenging the company on a visionary and creative level.
- Designing inspiring and innovating events, offices, fairs, and shop-in-shop concepts.
- Collaborating with the board of directors, owners, and stakeholders to develop an aesthetic brand reflecting core values.
- Mentoring in-house creative teams for growth and personal development.

> **Het Hoofdbureau, Amsterdam**

Creative Director & Sr. Art Director

November 2010 – October 2015

hoofdbureau.com

Founded nearly 30 years ago, Het Hoofdbureau is a communication, photography, and design consultancy agency based in Amsterdam. In my role as Creative Director and Senior Art Director, I was entrusted with leading-edge projects for global brands like Royal Bam Group, Royal Dutch Shell, NautaDutilh, Tefaf, Leica, LeasePlan, Haute Photography, Synchron Developers, Ahrend Office Supplies, DZAP, The Phone House, Unique Uitzendbureau, Nederlandse Orde van Advocaten and many more.

Creative Director

September 2012 – October 2015

As Creative Director, my responsibilities included:

- Developing and executing creative concepts for branding, marketing, e-commerce, photography, filmography, graphic, product, and interior design solutions.
- Managing (re)branding projects in alignment with clients' vision, culture, identity, and quality standards.
- Communicating with senior management of clients and stakeholders to develop aesthetic brands.
- Managing and delegating projects to internal and external teams with diverse disciplines.
- Reviewing brand materials for graphic consistency based on client briefs.
- Directing, inspiring, and motivating internal and external creatives and designers.
- Mentoring junior staff in project development and performance management.
- Initiating, organizing, and leading brainstorming sessions for clients and in-house teams.

> **xpublishers, Amsterdam**

Co-founder and co-owner, Publisher & Creative Director

September 2005 – December 2018

gupmagazine.com

xpublishers believes in original and authentic content that makes crossovers between art and commerce, and between cultures and companies possible. xpublishers strives to produce





high-quality publications with original content in collaboration with professionals and artists in photography, design, illustration, literature, poetry, video, editorial, and journalism. As a co-founder and co-owner responsible for the brand development at strategy, concept and visual (online & offline) level, publications & campaigns of xpublishers and its labels. Such as international renowned photography magazine GUP, international bestseller New Dutch Photography Talent book, bi-monthly photography journal New Dawn and many more publications.

> Analøg Journal, Amsterdam

Founder, Publisher & Creative Director

January 2013 – 2017

analog-journal.com

Analøg was born from the idea to share the work of creative people by putting it physically into the hands of potential collaborators, customers, and other art-lovers worldwide. That means taking things back to the basics – print publication. For every issue of Analøg, we'll collect the best that creative people have to offer – work that crosses boundaries, trends and genres. It contains art, design, fashion, photography, architecture, illustration and more. The exceptionality of Analøg is derived from its readers – the very people who become contributors, submitting their own work to collectively contribute to one journal of global creativity.

As a co-founder and co-owner responsible for all strategic, conceptual, UX/UI and visual development and design of the company.

> Blank Events, Amsterdam & Malta

Co-owner, Creative Director & Resident DJ

July 2012 – present

youblank.me

BLANK is a creative dance event agency that provides memorable experiences to attending music lovers by choosing particular venues and inviting renowned artists from all over the globe, without losing sight of quality or service. BLANK also works closely with major European dance festival organisers who are interested in establishing a presence on the island of Malta.

As a co-owner responsible for the event strategy, creation and design of the creative concepts for events and venues. Creating and designing the brand campaigns, and also scouting and screening dj's for bookings.



> Fusionhouse, Amsterdam/Zandvoort

Founder & Creative Director

July 2006 – present

Responsible for strategic, conceptual, branding and graphic design, UX/UI projects for a diverse list of clients such as Uber, Vibe Group, Sendcloud, ModeFabriek, National Geographic, BNN, LowLands Festival, Quest Magazine, Rahi Rezvani (photographer), MyCall, Experience Group, SoftBet, Internations.

> Reason Why, Amsterdam

Sr. Art Director

January 2008 – October 2010

Responsible for executing concepts and brand guidelines for several (global) brands such as Toyota, Kia, Lexus, Suzuki, SsangYong, Levi's International, RAI Amsterdam, Media Pharmacies, DA Drugstore, BOVAG and many more.

Responsible for:

- conceiving, developing and delivering high-quality brand & design concepts based on research and a good understanding of clients' needs;
- design integration and adaptation of new brand guidelines throughout all touchpoints;
- UX/UI design and development
- presenting ideas and concepts to stakeholders, both internal and external;
- (re)develop branding standards and visions according to guidelines;
- working together with clients, project managers and a big team of creatives.

> Temperament Magazine, Marbella, Spain

Jr. Art Director

October 2006 – January 2008

The Temperament Magazine (nowadays known as The Espanja Magazine) is a wonderfully inspiring magazine about Spain, the Spanish language and culture and travelling in Spain.

As Jr. Art Director & Visual Designer responsible for the rebranding of the magazine;

- generate a new brand philosophy and identity and layout the issues.
- developing excellence through innovative & creative artwork for the magazine itself and across all media;
- rebranding and redesign of an existing magazine and all its media adaptations;
- working with a team of dedicated partners of the magazine to bring themes to life;
- ability to work with project managers and a team of creatives.



Education

Bachelor's in Communication and information studies

Hogeschool Inholland, Amsterdam (2006)

- Specialization: Creative Communications & Visual Branding

Propaedeutics diploma Communication- and Media studies

Hogeschool van Amsterdam, Amsterdam (2003)

Internships

- 10 Wizards, Amsterdam – Advertising agency
- Het Hoofdbureau, Amsterdam – Advertising & Design agency
- Adera, Amsterdam – Advertising agency
- DDB, Amsterdam – Advertising agency
- Hollandse Communicatie Maatschappij, Amsterdam – Advertising agency
- Second Opinion, Amsterdam – Advertising agency

Languages

Dutch (Native), English (Fluent), Spanish (Basic) and German (Basic)

Skills

Computer Proficiency

Adobe Creative Cloud (Complete Suite), Figma, Sketch, Final Cut Pro, Keynote, MS Office, Apple OSX, Native Instruments Traktor.

Marketing & Advertising Expertise

High level conceptual & strategic 360° campaigns; UI/UX design; Promotional Conceptualization; Direct Mail; Newspaper Ads; Retail Marketing; Campaigns; Point-Of-Sale (POS) Materials; Interactive Campaigns; Innovative Concepts; Global Campaigns; Brand Identities; Magazines; Packaging; Photography (product & lifestyle); Videography (product & lifestyle); Content Creation; Copywriting.

Artistic Leadership

Branding; Conceptual Direction; Filmography & Photography Art Direction; Motion Design; Cross Channel; Typography; Layouts & Compositions; Font & Color Management; Photo Shoot Oversight; Multimedia Development; Interior design (international instore brands, international fairs and workspaces).



Business Development

Identity Development; Client Interviews; Corporate Communications; Digital Client Relationship Management (CRM); Company inspirator; Managing and elevating creative teams.

Management Skills

Staff Inspiration & Training; Project Management; Production Oversight; Cross-Functional Communications; Budget Management; Recruiting; Mentoring.

Characteristics Traits

Enthusiastic, positive, thinks out of the box, communicative, structured, independent, direct, thinks in possibilities, hard-working with a hands-dirty mentality, and values fun.