



CURRICULUM VITAE 2012

MARION DE BACKER

CONTACT INFORMATION

Marion de Backer P +31-35-621.8419
TWITTER @debackery M +31-6-44.75.62.75
WEBSITE www.studiodebackery.nl E marion@studiodebackery.nl

WORK EXPERIENCE

MAY 2010 - TODAY
Studio de Backery
Graphic Design & Game Design: design of educative games, strategic board games, family games and card games.

NOV 2009 - MAY 2010
Dart Brand guidance & Design, Amsterdam
Six months, Senior Designer

FEB 1999 - NOV 2009
Edenspiekermann, Amsterdam
(formerly: BRS Premsele Vonk, later on: Eden)
10,5 years, Senior Designer

1997-1999
Landor, New York
2 years full time, Senior Designer

1996-1997
New York, 1 year freelance
Projects for: Calvin Klein, Culligan Design, Janet Odgis & Co., Parkers, Studio Morris, Swatch, Straithline Intl., Wood design, etc

1995-1996
Schnider & Yoshina, New York
1 year full time, Graphic Designer

1994-1995
Inizio, Amsterdam
(formerly: Hard Werken-ten Cate Bergmans)
1 year full time, Junior Designer

1993-1994
Barlock, The Hague
3 months freelance, Junior Designer

1992
Studio Dumbar, The Hague
4 months traineeship and
4 months freelance

1991
Peter Saville - Pentagram, London
3 months traineeship

EDUCATION

Art school St. Joost, Breda
Publicity and Graphic Design
Graduated in 1993

MDGO Fashion & Clothing, Nijmegen
Presentation and Graphic Design
Graduated in 1987

COURSES

Real English,
by the Redman Institute, Eden 2008

Presentation Skills,
Eden 1999-2000

Web design,
by Mediamatic, Eden 2007

Presentation Skills,
Landor 1997

Several workshops and readings regarding
branding by the EURIB Institute, Eden 2006-2007

'Nuts and Bolts', Brand Identity,
by Landor 1998

COMPETENCES

- Concept & Strategy
- Design
- Design Management
- Art Direction
- DTP & Production supervision
- Project Management

COMPUTER SKILLS

- ADOBE CS5
- InDesign
- Illustrator
- Photoshop
- Bridge
- Acrobat Pro

LANGUAGE SKILLS

- Dutch
mother tongue
- English
excellent skills
- German
basic knowledge

FINISHED PROTOTYPES

- BoontjeDop®: educative game for young
children about nature and healthy nutrition.
- Trimix®: card game with innovative game
mechanism.
- Step & Turn®: abstract strategy game
with innovative game board.

SPECIAL INITIATIVES

- Eden Brand Dictionary: composed with branding
terminology.
- Eden Brand Terminology Quiz: playful workshop
to share knowledge of Brand Dictionary.
- Graphic Lexicon, English-Dutch vocabulary list.

CLIENTS

- ABN AMRO
- Active Orthopaedics
- AFK, Amsterdam Fund
for the Arts
- Agfa
- AIM, Amsterdam
Innovation Motor
- American Hispanic Council
- Abril
- Alfa accountants
- All Star Corrugated

- Bank de la Bouchere
- Belastingdienst (Dutch Tax
Administration)
- British Council
- Brown & Sharpe
- Bureau Monuments &
Archeology
- Calvin Klein
- Chase Manhattan Vista Funds
- City of Hangzhou
- City of Katwijk

- Comcast
- ConsuWijzer
- Cultural Heritage
Noord-Holland
- De Nederlandsche Bank
- Discan
- DLDI
- Dow Jones Telerate
- Duke Louis Dreyfus
- Effective Brands
- Eurocampus

- GGZ inGeest
- GVB, public transport
Amsterdam
- HIP, Health Insurance Plan
- Hogeschool Haarlem
- ICS Card services
- Impsat
- ING Bank
- ITT Industries
- Jefferson Pilot
- KNVB

- KPMG
- Lodgian
- Mastermind
- Mum's Market
- Newcourt
- NIBC
- Open University Netherlands
- Panasonic Village Jazz Festival
- Parkers
- ProNational
- Pilot Pens

- ProGuild
- PTT
- Rabobank
- Rabo Bouwfonds
- Rational Software
- Rijksmuseum
- Robeco
- Schnider & Yoshina
- Stadgenoot
- Stradivari Healthclub
- Swatch

- Tauw
- Traverse City
- Triple P
- TU/Eindhoven
- UMC
- Unit4
- US Census Bureau
- VNU
- Vopak
- Weekamp Deuren
- Ziggo

Visual Identity printed
matter Stadgenoot



Annual Report
ABN AMRO



Visual Identity
ConsuWijzer



Logo and
visual style AIM



Logo, visual style and
web site CENH



Visual Identity
City of Katwijk



Logo Panasonic
Village Jazz Festival



Logo Lodgian



Logo City of Hangzhou



Logo Eurocampus



Logo Active Orthopaedics





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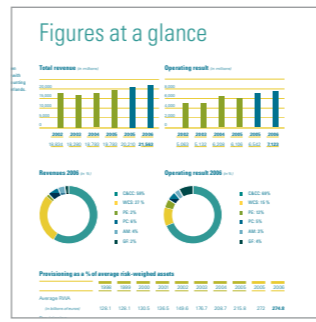
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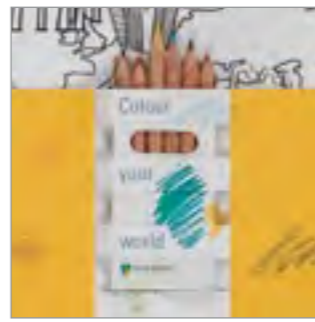
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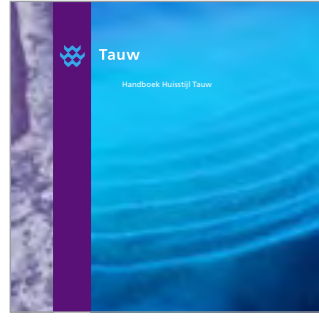
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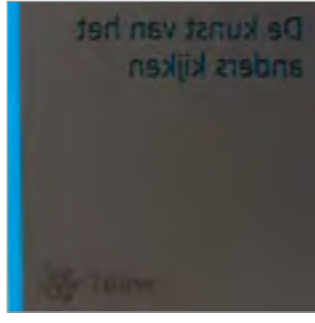
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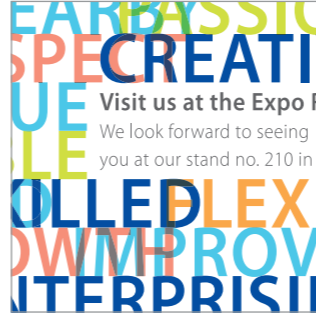
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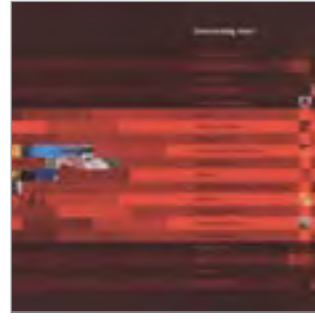
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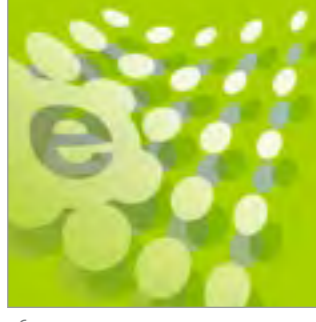
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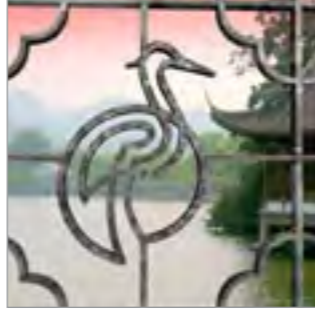
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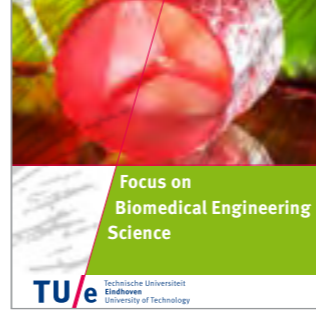
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1 AM-magazine ABN AMRO Asset Management

2 Constituent identity ABN AMRO Asset Management

3 Corporate magazine ABN AMRO

4 Annual report ABN AMRO

5 Key figures annual report 2006 ABN AMRO

6 Sustainability report ABN AMRO 2003

7 Screens for ATM machines ABN AMRO

8 Logo and visual style Amsterdam Innovation Motor

9 Visual style printed matter Stadgenoot

10 Editorial formula for Stadgenoot's community magazine

11 Logo and brochure for Discan's See+Get-it

12 Logo and brochure for Discan's Uarchive

13 Visual identity City of Katwijk

14 Visual style and web site Livz

15 Logo and printed matter Panasonic Village Jazz Festival

16 House style manual Impsat

17 House style manual Tauw

18 Grids and basic documents Tauw

19 Book 'The art of a different view' for Tauw

20 Interior of book 'The art of a different view' for Tauw

21 Lettering tradeshow stand Rabo Bouwfonds

22 Logo and lettering Brown & Sharpe

23 Information brochure Amsterdams Fonds voor de Kunst

24 Annual report Amsterdams Fonds voor de Kunst

25 Logo and visual style ConsuWijzer

26 Logo and letterhead Eurocampus

27 Logo City of Hangzhou, China

28 Logo, printed matter and web site Cultureel Erfgoed Noord-Holland

29 Visual identity printed matter TU/Eindhoven

30 Visual style subbrand Prezens, part of GGZ inGeest

31 Corporate story GGZ inGeest

32 Annual reports VNU