

Nette Gaastra

DESIGN DIRECTOR, GRAPHIC DESIGN

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nettegaastra.com

PROFESSIONAL EXPERIENCE

The Abelson Company Design Director

New York City | October 2001 – Present

Lead design team and collaborate closely with Creative Director Danny Abelson on concept, design and execution of branding and identity projects, communication strategies, marketing campaigns, and more.

Clients include: The Metropolitan Museum of Art, New York Philharmonic, Royal Shakespeare Company, YAI, Physicians for Human Rights, The Oxford Health Alliance, New York Integrated Network, Women for Women International, Guttmacher Institute, New York Center for Children, Highlands Coalition, Satya Jewelry, CIT, IBA and Food Network.

Studio YAI Design Director

New York City | September 2012 – July 2014

The Abelson Co's re-branding for New York State's largest provider of services for people with disabilities turned into a hands-on engagement as Studio YAI (an internal department at the YAI network) was initiated as a critical part of the transformation of this agency.

Responsible for implementing the new communications strategy with a coherent voice and visual style as well as establishing an entire communications system for this complex organization which includes eight separate agencies.

Projects range from strategic CEO level communications, including orchestration and execution of leadership events, to the relaunch of programs and initiatives, conference communications, and fundraising events. All with a wide variety of printed and on-line communications, display material, and business collateral.

Independent clients

New York City | 2010 – 2012

Design and execution of websites and/or printed collateral for Katherine Jackson, Priscilla Warner, Integrative Healing Arts, Artmed Insight, Atwood Advisors Boutique investors, Meece Media, Eutropics Pharmaceuticals, New Haven Rolwing, The Art of Learning.

Philips Design Designer

Eindhoven, The Netherlands | July 2000 – May 2001

Preceded by design internship | September 1998 – January 1999

Member of the Visual Communications design team. Projects included packaging design, POS materials, direct mail, branding and identity for external clients, as well as promotional materials.

STRENGTHS

I am a versatile designer, incredibly detail-oriented, strategic thinker, and never shy away from complex projects or tight dead lines.

SKILLS

Proficient in Adobe Creative Suite, Microsoft Office.

Highly skilled in print with a sophisticated understanding of web design.

Fluent in Dutch and English.

Working knowledge of French and German.

INTERNSHIPS

Irma Boom Office

Amsterdam | June 1999 – August 1999

Dutch graphic designer Irma Boom who specializes in book making.

Studio Cursief

Amsterdam | June 1999 – August 1999

Dutch graphic designer Marjo Starink who specializes in typography and book layout.

Whitehouse & Company

New York City | March 1999 – May 1999

Design studio specialized in signage and way finding graphics.

EDUCATION

The Design Academy BA

Eindhoven, The Netherlands | 1995 – 2000

Department: Man & Communication