

work

JODY SMIT VISUAL DESIGN

JODY SMIT

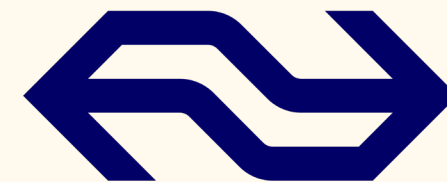
A designer with experience in print and digital with a passion for illustration. Designing cool things based on a strong concept that are attractive to the eye and create awareness among the user and the client, that gives me energy. I have been working as a Visual Designer for almost five years.



CLIENTS

Recently I have worked for several large clients in the field of activation, social, branding and print.

JUMBO



Praxis



social

The background is a solid yellow color. It is decorated with several black smiley faces (two dots for eyes and a curved line for a mouth) and light yellow speech bubbles, each containing a smaller smiley face. These elements are scattered around the central text.

JUMBO

DA'S LEUK BOODSCHAPPEN DOEN

Jumbo

AGF STORIES

We have designed five story series in the theme of AGF (dutch: aardappelen, groenten en fruit), potatoes, vegetables and fruit. The first slide contains a question with a poll, the second slide contains the answer.



Jumbo

HALLO FANS

For the holidays we made templates for Hallo Fans, the social media channels of the local supermarkets. These have become ready-made posts. Together with a junior designer we made posts for Sinterklaas, New Year's Eve and Christmas.





NS

TRAVEL DIARY

I made a template for the travel diary for NS. Here you will find photos and stories of people who have traveled with NS International. The template consists of two different booklets, stickers, photos, train ticket and washi tape. This ends up on the social channels of NS as a post and as a story.



activation



Holland Casino

BET ON ORANGE

Holland Casino is the official event supplier of the F1 Heineken Dutch Grand Prix and partner of the Zandvoort circuit for three years. As an activation campaign we made several sporty variants of the logo, DOOH expressions and we transformed a roundabout into a roulette wheel.



 Ziggo

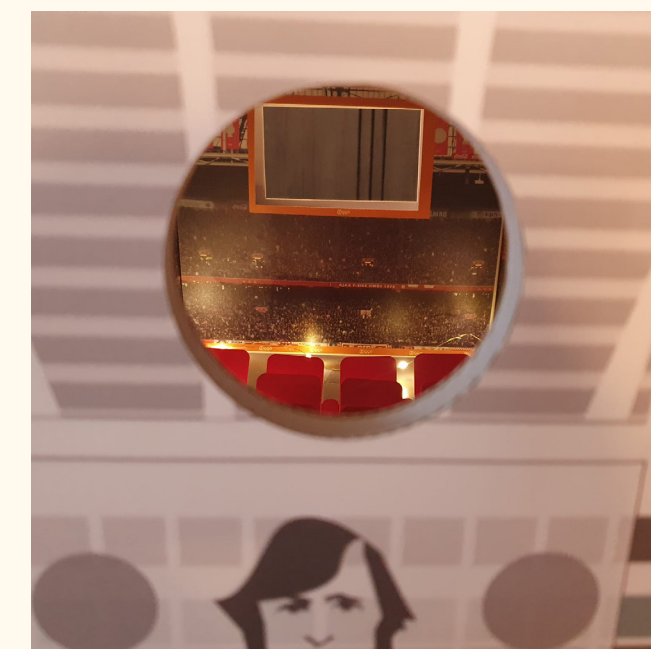
Ziggo

AJAX BOX

The concept was to make a peep show box that allows you to watch the game at home during the Covid period.

Because it didn't work to use photos of the ArenA for the box, we came up with the idea of illustrating the ArenA. I took on this task and illustrated the ArenA in flat design.

Together with the production team I designed the inside: grandstand seats and a string of lights were added. Half of the inside contains photos of the Ziggo Sports Bar and the other half shows the view of a football match from the stands.



Print

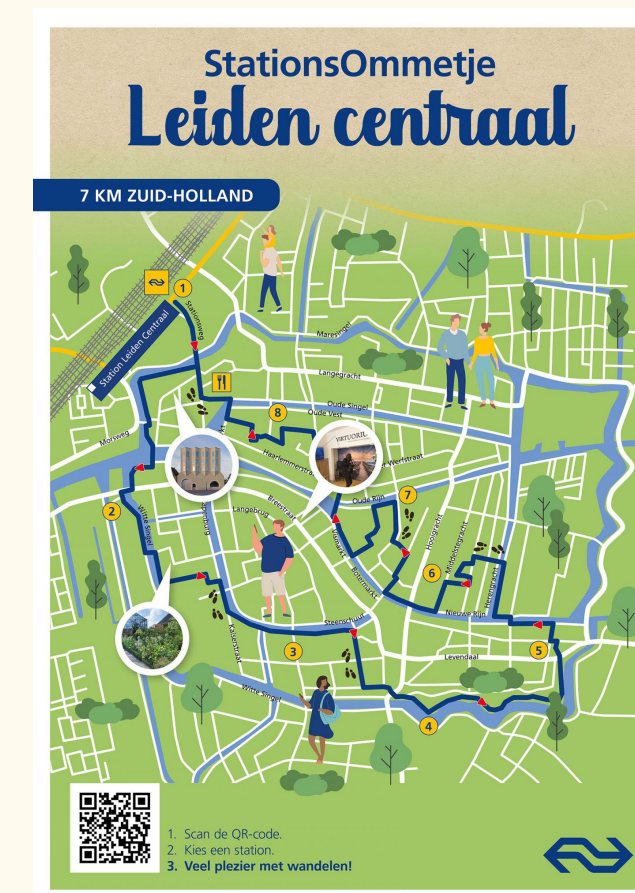
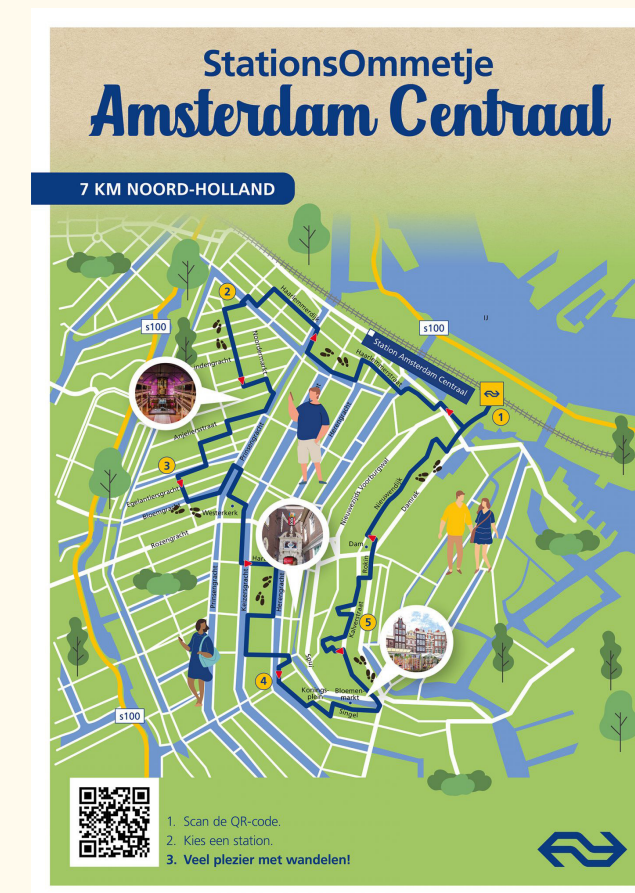




For NS, together with an external agency, I designed posters and hiking books for the StationsOmmetje for 36 cities.

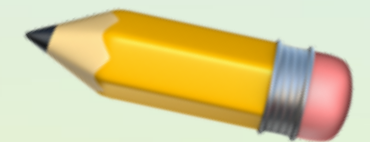
I designed the posters and the cover of the walking booklets. Stu&Dio has illustrated the map/route of all walks.

The posters have been hung up at the station in all the relevant cities throughout the Netherlands.





Y



Yune

WHITEPAPER

At Yune, we designed a white paper in which we share ten useful tips based on science to achieve maximum impact with your brand. I took on the design and made a digital and print version. It was eventually printed on hardcover.

Read the whitepaper [here](#).

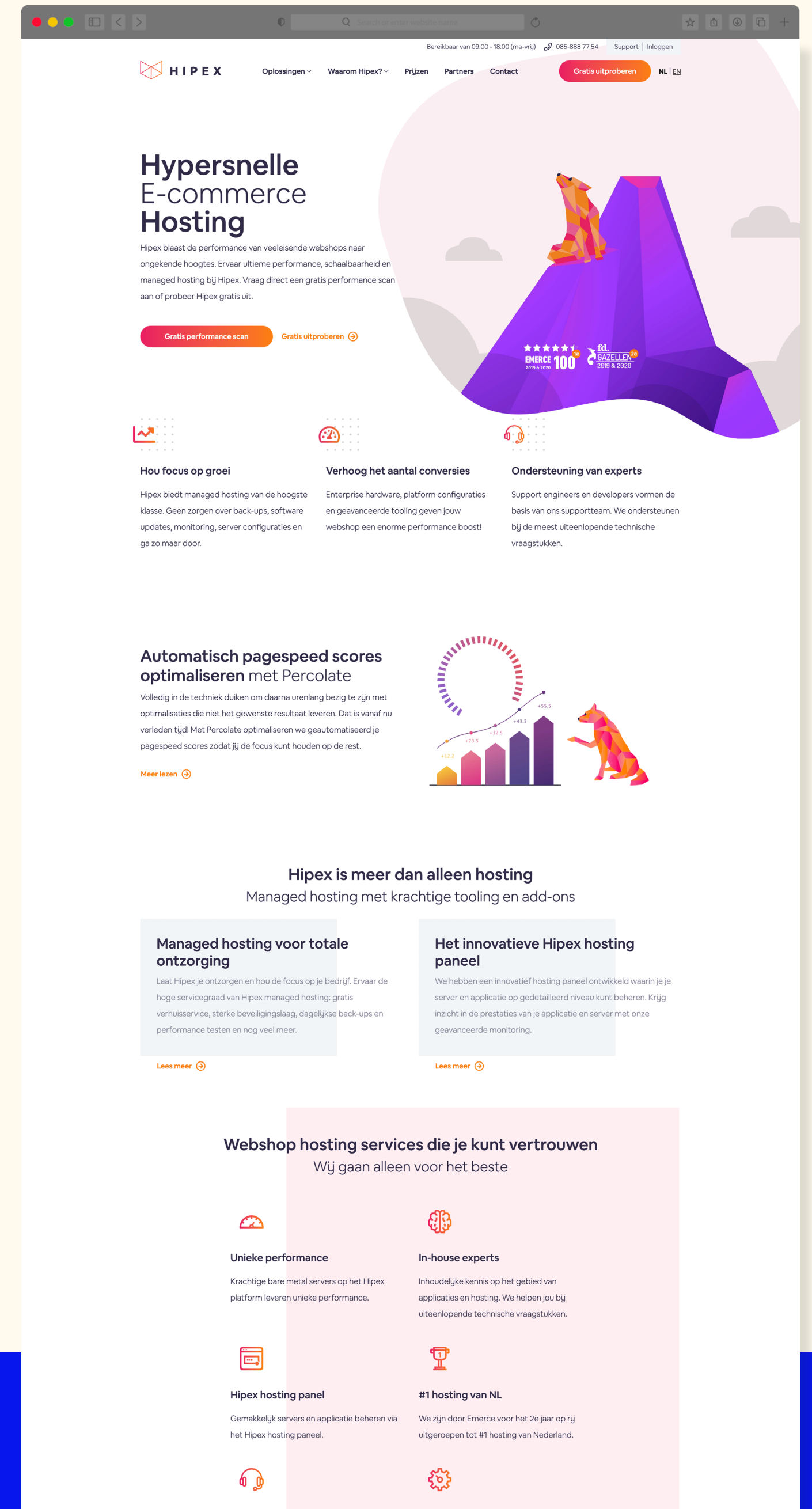
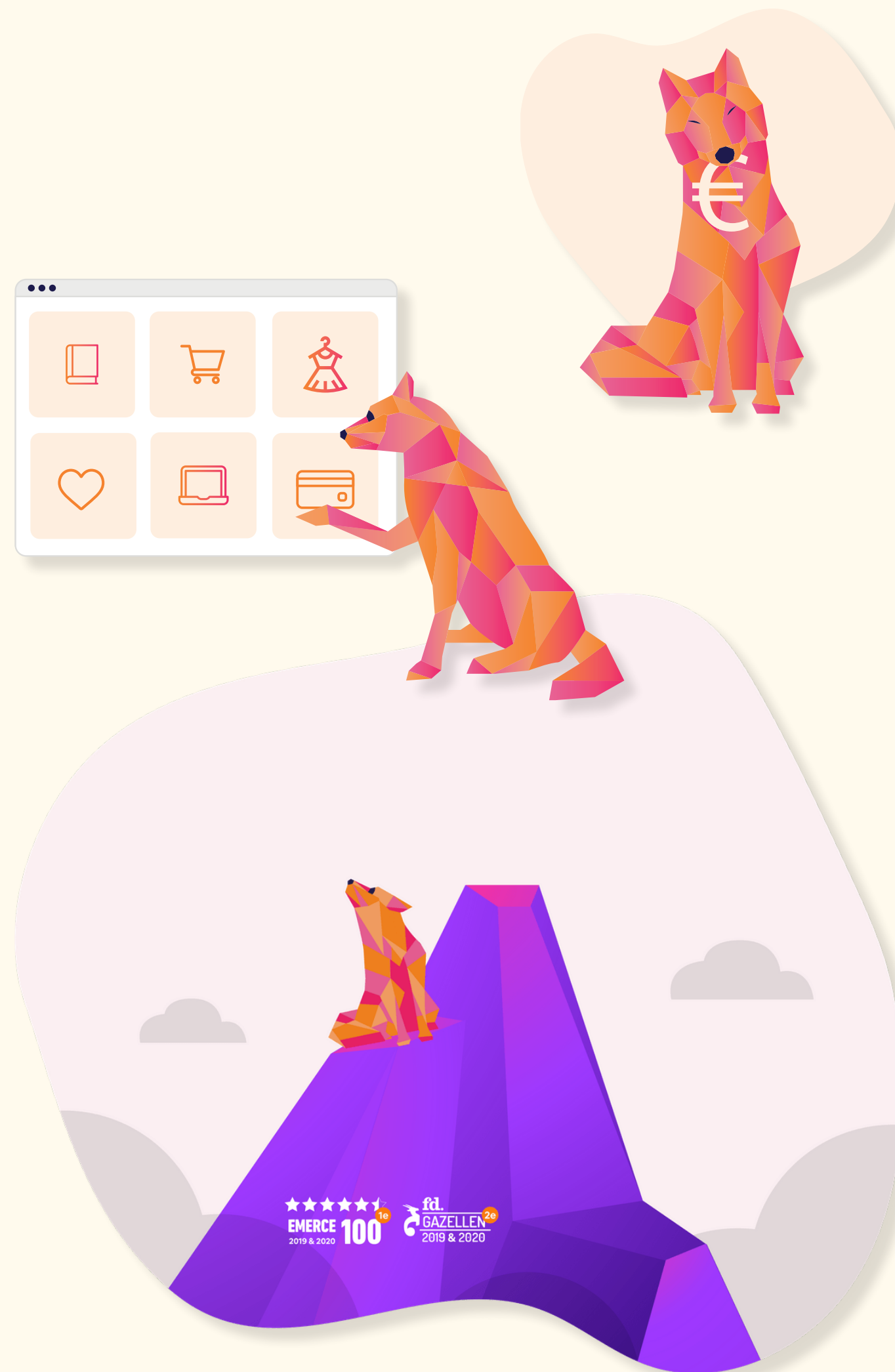


Web design



Hipex is a tech company and to reflect this feeling more in their website, we have made a redesign of their website. Target groups we had to focus on are developers, webshops and agencies. It should be easy to navigate from the homepage to the three target groups.

Their logo is based on a fox and for that I made illustrations in polygon style of a fox in different positions. This strengthens their branding and makes it completely their own. Because their branding should not become too technical, we added round and playful shapes to balance it all.



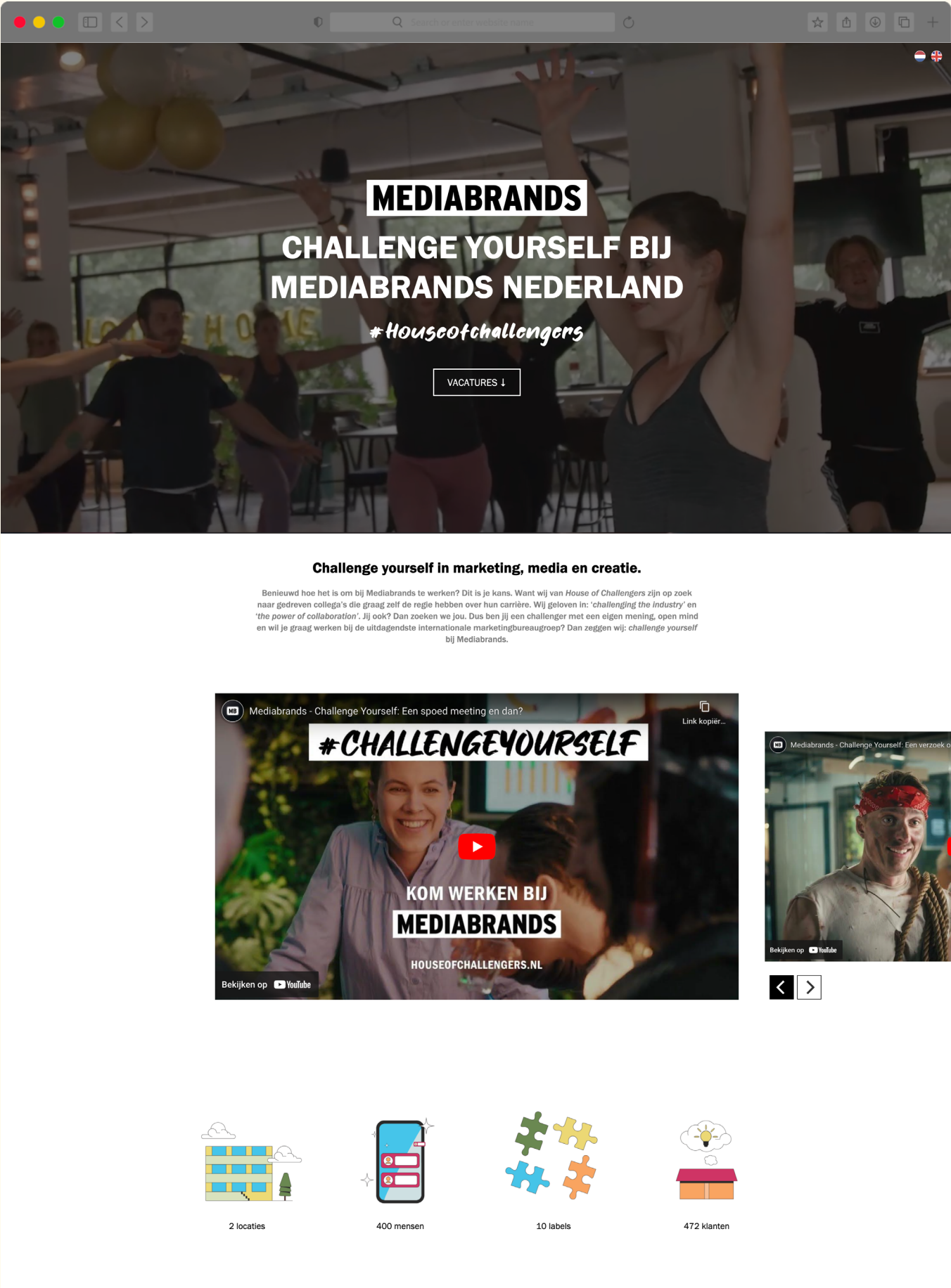
Mediabrand's









RECRUITMENT CAMPAIGN

For the Mediabrand's recruitment campaign, we have designed a website where visitors can apply for job openings. Here you will find the campaign video, information about the different labels of Mediabrand's and the seven most important vacancies that must be filled quickly.

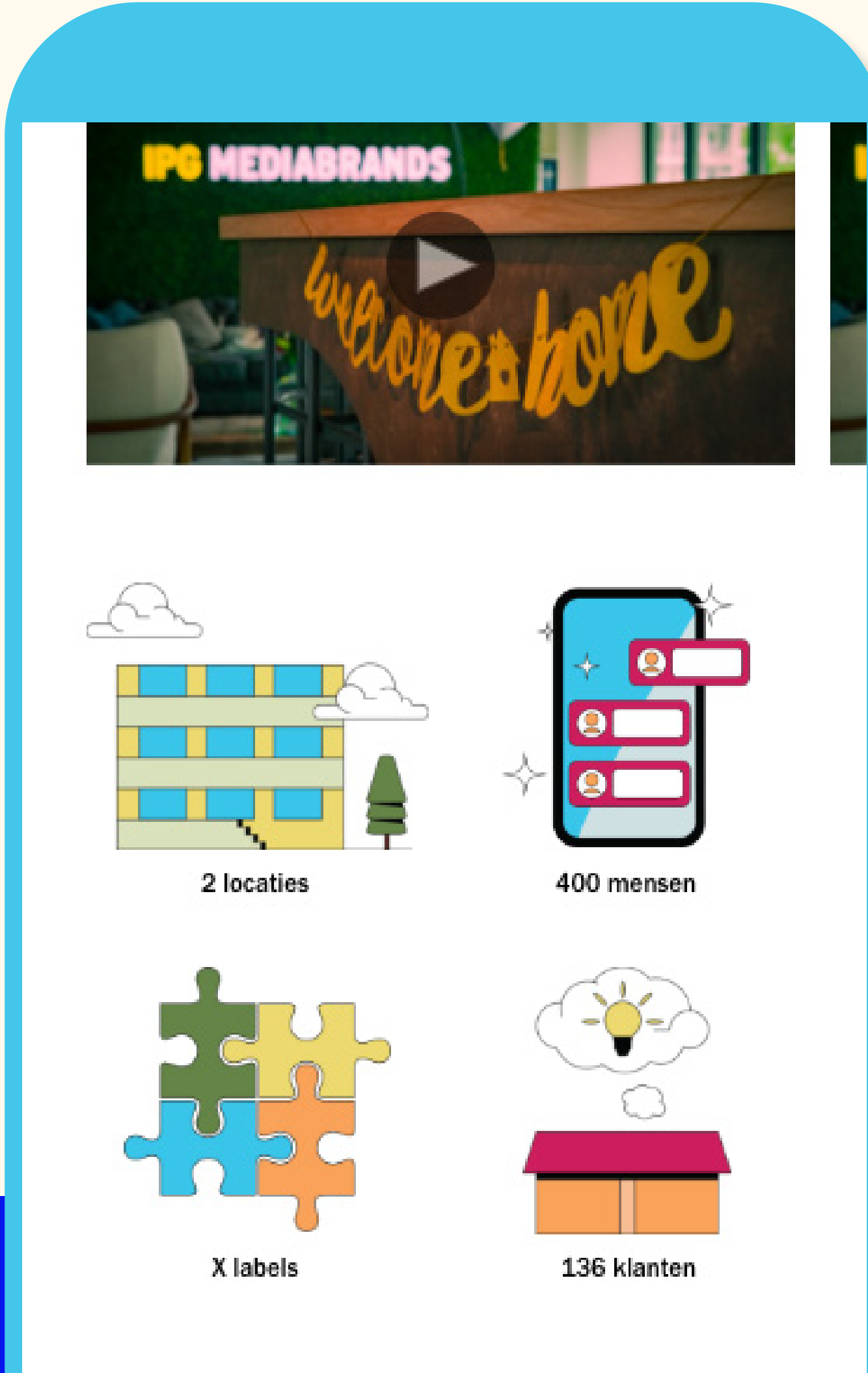
We started mobile first. We wanted to give the current branding a little more color, so we designed colorful illustrations that were animated. The website was built by a web developer.

[Link to the website.](#)



BEKIJK AL ONZE MARKETING VACATURES			
			
			
DIGITAL MARKETEER	PERSONAL ASSISTANT	FINANCIAL CONTROLLER	SENIOR PROGRAMMATIC CONSULTANT

Role: Design Agency: Yune Discipline: Web, illustration



un-commissioned
work

Bullet JOURNAL

I keep a bullet journal in my spare time. An agenda that you draw yourself and on which you can make your own decision. Each month has its own theme that I come up with and draw.



Role: Design | Discipline: Illustration

Yune YUNIVERSE

At Yune, we were given the opportunity to develop our own skills through a personal project. A theme and color palette was chosen by the Design Director, the colors from the Yune corporate identity and the theme was “Welcome to the Yuniverse.”

I took inspiration from designers who work or have worked at Disney: Brittney Lee and Mary Blair. I wanted to highlight all departments of Yune in the style of a children’s book. I drew everything in Procreate and animated it in After Effects. I wrote the copy and had the voice over recorded by a colleague. I merged everything into a video in Premiere Pro.

See [here](#) the end result.



JODY SMIT

EDUCATION

Bachelor Communication & Multimedia Design
Amsterdam
2013-2018 graduated

EXPERIENCE

Designer

September 2023 - Present
Code d’Azur, Amsterdam

- Content design such as (motion) display banners, (D)OOH, presentations and print ads for Polestar. I work closely with the team based in America.

Medior Digital Designer

January 2022 - July 2023
Yune, Amsterdam

- Designing social campaigns and presentations for clients such as Jumbo, Nestlé, NS and Bol.com. Also print, web design and HTML5 banners.
- Supervising interns of MBO Grafisch Lyceum and HBO Communication & Multimedia Design.

• Junior Designer

October 2020 – December 2021
Kumpany, Amsterdam

- Designing keynotes, campaign logos and print. Clients I have worked for include VodafoneZiggo, Holland Casino and ABN Amro.

Junior Digital Designer

January 2020 – July 2020
Yellowgrape, Amsterdam

- Digital marketing content such as websites, affiliate banners and newsletters for clients such as Riverdale, GorillaSports, Vaessen Creative en Ventilatieshop.

Graphic designer

March 2018 – December 2019
PTI, Woerden

- Rebranding of the company, newsletters and web design for all labels.

SKILLS

- Adobe Indesign, Photoshop, Illustrator, Adobe XD, Procreate, Sketch

Basic knowledge: After Effects, Premiere Pro, Figma

- Keynote and powerpoint

- Supervising interns (MBO and HBO) and junior Designers

CONTACT

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