

OBERON

DESIGN / DIRECTION / BRANDING



I am a multi-faceted creative with a passion for clear visual communication, strong concepts and aesthetic design. Someone who values curiosity, creativity and good content.

Making ideas, brand stories and design come to life with clarity and style, is what I love to do and do best.

With over 17+ years of design experience in the fashion industry, I have come to understand the emotional connection, needs and changing consumer's perception to a brand or product.

I always deliver original, creative, engaging and commercial solutions, which suit my clients' needs.

Specialties:

Creative & Design Direction • Brand Identity •
Brand Direction • Graphic Design •
Public Presentations • Problem solving

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 oberon kok

Brands I have collaborated with:

ONEMANSHOW



baskèts



TOMMY HILFINGER



V&D



SUPERRASH



View2



street lab_



PAKHUIS DE ZWIJGER*



Consumentenbond



NICKELSON
THREE-ZERO



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ACT
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PROFESSIONAL EXPERIENCE

Aug 2015 – Present

Home Made, Utrecht, Holland.
www.home-made.nl

Creative Director / Graphic Designer / Illustrator

Aug 2013 – Aug 2015

ONEMANSHOW, Amsterdam, Holland.
www.onemanshow.nl

Freelance Creative Director / Graphic Designer

1 of the 4 original members that created the ONEMANSHOW high end men's lifestyle brand.

Creator of the ONEMANSHOW Brand Story & Mission Statement.

Creative & Art Director for every collection.
(AW14, SS15, AW15 & SS16 Collections)

Directed and worked closely with product & footwear designers to create collections that reflect and empower the brand's mission.

Aug 2011 – Jul 2012

Tommy Hilfiger, Amsterdam, Holland.
www.tommy.com

Senior Graphic / Mens Bodywear Designer

Re-energized and designed all Tommy Hilfiger Mens Bodywear collections; making them more fashion forward lifestyle. (Including fabrics, prints and graphics, shapes, colours, packaging, branding, trims, hardware, etc.)

Sept 2009 – June 2010

MIADA (Modern International Art & Design Academy), Chongqing, China. www.miada.com.cn

Graphic Design BA Teacher

Grades 2 to 4. Classes: Advanced Typography, Graphic Design, Image Design, Corporate Identity, and Visual Identity.

Developed assignments and teaching materials for above classes.

Directed, supported and judged graduate students final projects.

Presented design related lectures.
Planned and coordinated after school assignments.

Collaborated with the academy's leadership in setting up constructive goals and a clear vision for the academy's future.

May 2003 – Dec 2007

Nike EMEA, Hilversum, Holland.
www.nike.com

Graphic Designer

Overall contributed to 3 Apparel Design Departments: SRT (Strategic Response Team), Men's Sport Culture, Sport Graphics & Headwear (Men's, Women's & Kids).

Developed, presented and executed all graphic design concepts for numerous collections.

Collaborated closely with product designers, merchandise and development teams.

Collaborated directly with Buyers and Key accounts: Providing exclusive Nike apparel lines that differentiated Nike key accounts (Foot Locker Europe, Nike Retail, JD, Decathlon) within the sports apparel and energy market.

Feb 2002 – May 2003

Home Made, Utrecht, Holland.
www.home-made.nl

Graphic Designer / Illustrator

Jan 2001 – Mar 2001

Eikes Grafischer Hort, Frankfurt am Main, Germany.
www.hort.org.uk

Intern

Designing album cover art, logos and illustrations.

Sept 2000 – Nov 2000

Shamrock International, Amsterdam, Holland.
www.shamrocking.com

Intern

Designing bookcovers, building fonts, creating logos and icons.

Aug 1999 – Apr 2000

Netvisit, Groningen, Holland.
www.netvisit.nl

Graphic / Website Designer

Designing, structuring and building websites.

SKILLS & COMPETENCIES

- First class visual communications skills.
- Exceptional conceptual, graphic design and illustration skills.
- Highly creative with strong analytical skills.
- A good communicator, pragmatic planner and team leader.
- Able to collaborate productively in (large) interdisciplinary teams.
- Proficient knowledge of Adobe CS / Office Suite
- Excellent presentation, listening and communication skills.
- Strong commercial and consumer awareness.
- Solution Focused
- Able to work well under pressure.
- Self-motivated and ability to take the initiative.
- Tenacious learner, keen to learn and improve skills
- Exceptional understanding of colours, style of type, illustrations, global trends, materials, fabrication and fashion.
- Extensive global travel experience. For trend, market / consumer research, tradeshow, store checks, and factory development trips.
- Down to earth and easy going.

ACADEMIC QUALIFICATIONS

Graduated cum laude and best of class.

My graduation project won an Academy Minerva award in the category “Best Communication Design / Graphic Design”. The awards are given to graduation students whose work stands out.

Sept 1996 – Feb 2002

Academy Minerva, Faculty of Fine Arts & Design, Groningen, Holland.

Communication Design / Graphic Design
Bachelor Degree (February 2nd, 2002)

Classes: Typography, Graphic Design 2D, Graphic Design 3D, New Media Design, Painting, Photography, Illustrating, Philosophy, Fine Art and Design History.

LANGUAGES

English: Fluent
Dutch: Native
German: Very Good

INTERESTS

Art & Design	Martial Arts	Yoga
Fitness	Sailing	Traveling
Outdoorsports	History	Philosophy
Sustainability	Cooking	Reading
Chocolate	Japan	Psychology