

Marijke Heijdra

Visual Design & Art Direction



Down-to-earth visual designer & art director from Rotterdam with a sharp eye for detail. As a versatile designer with a helicopter view, I work conceptually and effectively translating stories into clear visuals that resonate. Joy in the process is for me the key to creating strong and meaningful results.

Education

2008/2011
DTP-allround
Grafisch Lyceum mbo 3

2011/2012
Grafisch Design
Grafisch Lyceum mbo 4

2012/2014
Masterclass Grafisch Design
Grafisch Lyceum mbo 4

Skills

Adobe Creative Suite
Figma
Sketch
MS Office
Keynote/ Pages ect.
Marketing Cloud
Sales Force
Webflow/ Wordpress/ Readymag

Expertise

Art direction, visual & brand design, digital design, concept design, editorial image curating, Webflow development, project managing, storytelling, styling

Interests

Nature, hiking, sports, spirituality, health gaming, wine & talks, reading, music, reiki

Languages

Dutch & English

Work Experience

Premium Inc
2018 — 2025

An internationally oriented Dutch fashion group building brands with distinctive identities. All brand development takes place in-house.

Creative Lead / Art Direction – Visual Design & Team/ Studio Manager

- Responsible for visual design and art direction for brands such as Cruyff, UP Shoewear, Goliath, L'ascolana and Premium Inc itself
- Developed creative concepts, visual directions, and brand identities with consistent execution across web, social, e-mail, in-store, and print channels
- Full coordination of photo and video productions—from concept to completion—in collaboration with in-house and freelance creators
- Led the visual evolution of all brand e-commerce platforms in collaboration with strategists and developers
- Recruited, mentored, and managed junior designers; helped build and lead the in-house design team
- Set up and maintained an external photo studio as a creative workspace for both internal and external use

Dio Agency
2017 — 2018

An agency that redefines product and service experiences with clear, engaging communication—often in co-creation with socially engaged organizations.

Visual Design & UX Design
Photographer & Videographer

- Maintained client relationships and translated requests into effective visual designs for clients including KPN, Ordina, Heineken, and healthcare organizations
- Designed UX interfaces for both websites and mobile apps, focusing on usability and visual consistency
- Responsible for photography and videography—from concept to execution—aligned with each brand's visual identity
- Participated in and co-organized co-creation sessions and brainstorming, contributing to strategy and creative ideation

Piedro International
2016

A Dutch producer of comfort and semi-orthopedic footwear since 1957.

Visual Designer & Photographer

- Guided the visual evolution of the brand identity, ensuring consistency and freshness
- Created product catalogues from concept to production, including layout, product and lifestyle photography, image curation, and print prep
- Photographer for children's shoots, both on-location and in-studio; handled image selection and retouching
- Delivered digital and print visuals for both Dutch and UK markets

Work Experience

Visual Heroes
2015

Visual Heroes (now Narwal) is a Dutch design studio specialized in visual identity design.

Graphic Designer – DTP

- Developed sketches into complete campaign assets for various formats and channels
- Focused primarily on print materials: posters, brochures, POS materials, and ads

Republicom
2014/2015

Provider of location-based online communication systems and Wi-Fi platforms for recreation, municipalities, and companies.

Graphic Designer – Marketing, Communication & Customer Support

- Created and implemented promotional strategies
- Tracked campaign progress and analyzed results
- Managed content and kept client databases organized and current
- Provided customer service and tech support for Wi-Fi services

L5
2013/2014

A creative agency focused on marketing campaigns and brand strategy.

Graphic Design Intern

- Worked primarily on design and DTP for clients in the cultural sector (e.g. TEDx, Oude Luxor Theater)
- Helped organize brainstorm lunches

And Associates
(Friends for brands)
2012/2013

And Associates (now Friends for Brands) is a creative agency that focuses on meaningful, relevant brand communication.

Graphic Design Intern

- Designed and produced visuals and DTP work for various clients in the cultural sector

Bever
2013/2014

Dutch outdoor retail chain focused on expertise, service, and sustainability.

Creative DTP Intern

- Executed DTP tasks and marketing visuals
- Created and distributed banners for all retail locations
- Helped implement a successful brand refresh

Republicom
2009/2013

Provider of location-based online communication systems and Wi-Fi platforms for recreation, municipalities, and companies.

DTP Intern / Creative DTP – Web Maintenance – Content Management

- Combined a part-time job with a internship
- Created print assets like flyers, ads, and POS materials
- Managed content and client data
- Photographed all stores and restaurants in Rotterdam and integrated them into the platform
- Maintained online platforms

Before transitioning into the creative field, I spent four years studying and working in healthcare, a meaningful time where I learned a lot about people and myself.