

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 brainstorm, 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

<div>Visual Heroes</div> <div>2015</div> <div>Visual Heroes (now Narwal) is a Dutch design studio specialized in visual identity design.</div>	<div>Graphic Designer – DTP</div> <div>— Developed sketches into complete campaign assets for various formats and channels</div> <div>— Focused primarily on print materials: posters, brochures, POS materials, and ads</div>
<div>Republicom</div> <div>2014/2015</div> <div>Provider of location-based online communication systems and Wi-Fi platforms for recreation, municipalities, and companies.</div>	<div>Graphic Designer – Marketing, Communication & Customer Support</div> <div>— Created and implemented promotional strategies</div> <div>— Tracked campaign progress and analyzed results</div> <div>— Managed content and kept client databases organized and current</div> <div>— Provided customer service and tech support for Wi-Fi services</div>
<div>L5</div> <div>2013/2014</div> <div>A creative agency focused on marketing campaigns and brand strategy.</div>	<div>Graphic Design Intern</div> <div>— Worked primarily on design and DTP for clients in the cultural sector (e.g. TEDx, Oude Luxor Theater)</div> <div>— Helped organize brainstorm lunches</div>
<div>And Associates</div> <div>(Friends for brands)</div> <div>2012/2013</div> <div>And Associates (now Friends for Brands) is a creative agency that focuses on meaningful, relevant brand communication.</div>	<div>Graphic Design Intern</div> <div>— Designed and produced visuals and DTP work for various clients in the cultural sector</div>
<div>Bever</div> <div>2013/2014</div> <div>Dutch outdoor retail chain focused on expertise, service, and sustainability.</div>	<div>Creative DTP Intern</div> <div>— Executed DTP tasks and marketing visuals</div> <div>— Created and distributed banners for all retail locations</div> <div>— Helped implement a successful brand refresh</div>
<div>Republicom</div> <div>2009/2013</div> <div>Provider of location-based online communication systems and Wi-Fi platforms for recreation, municipalities, and companies.</div>	<div>DTP Intern / Creative DTP – Web Maintenance – Content Management</div> <div>— Combined a part-time job with a internship</div> <div>— Created print assets like flyers, ads, and POS materials</div> <div>— Managed content and client data</div> <div>— Photographed all stores and restaurants in Rotterdam and integrated them into the platform</div> <div>— Maintained online platforms</div>

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.