

Hi there, I'm Sander Tielen, a Creative Director, (Apparel) Designer, ex-Founder, and Professional Amateur Cyclist (in no particular order) based in the Netherlands.

Portfolio

www.sandertielen.space

📍 Vught, The Netherlands

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/ Profile

Creative director and apparel designer (45) with over 20 years of experience crafting visual identities and leading design for lifestyle and sportswear brands. As co-founder and sole creative lead of La Machine Cycle Club, I was responsible for every aspect of brand and product design—from concept to collection, storytelling to supplier coordination. I grew the brand from two boxes of tees into a globally recognized cycling label through numerous seasonal drops, strategic partnerships (e.g., Team Visma | Lease a Bike), and a clear, authentic visual voice. Beyond my passion for cycling, I'm a dedicated sports fan with a deep understanding of the athletic community. I combine a sharp eye for aesthetics with original, minimal yet impactful ideas, thriving in environments where creativity, cultural relevance, and commercial success converge.

/ Experience

La Machine (lamachine.cc) — Co-Founder & Creative Director

2013 – 2025 | The Netherlands

- **Creative Ownership:** Held full responsibility for all product and brand design—including apparel collections, graphic design, packaging, photography direction, and visual campaigns. Every stitch, stripe, and slogan ran through my hands.
- **Brand Building:** Shaped the brand's visual DNA and tone of voice from the ground up, growing La Machine into one of the most recognizable names in cycling lifestyle apparel.
- **Collection Design:** Created and directed hundreds of seasonal releases—jerseys, casual wear, accessories, and limited editions—always combining storytelling with style.
- **Strategic Partnerships:** Initiated and executed successful collaborations, most notably with Team Visma | Lease a Bike, creating co-branded collections and expanding reach into the pro peloton.
- **Supplier Coordination:** Maintained direct contact with fabric suppliers and production partners—primarily in Portugal—to ensure quality, consistency, and timely delivery across all product categories.
- **Community Cultivation:** Translated brand values into experiences, fostering a loyal community of fans, collectors, and riders worldwide.
- **Transition:** After more than a decade, I stepped away from La Machine to explore new creative challenges and opportunities.

/ Awards

Art Directors Club Netherlands : multiple nominations and awards.
European Design Awards : multiple nominations and awards.
New York Festivals : awarded for editorial design.
Dutch Design Awards : nominated for self-initiated product design.

Freelance Art Director / Designer

2014 – 2020 | The Netherlands

Designed brand identities, visual systems, and campaigns for clients in lifestyle, fashion, and culture.
Helped early-stage brands define their voice and appearance, translating abstract ideas into clear design languages.

Graphic Design Roles

2003 – 2014 | Amsterdam, 's-Hertogenbosch

Worked across branding, retail, and digital projects.
Gained a solid foundation in multidisciplinary teamwork, concept development, and client presentation.

/ Education

Willem de Kooning Academy of Fine Arts
Bachelor of Arts— Graphic Design and Advertising
Class of 2001 | Rotterdam, The Netherlands

/ Skills

- Apparel Graphics & Product Design
- Creative Direction & Visual Identity
- Brand Storytelling & Campaign Development
- Concept Development & Copywriting
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Leadership & Cross-Functional Collaboration
- Trend Sensitivity & Forecasting

/ Languages

- Dutch – Native
- English – Fluent
- Cycling – Fluent