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# Caroline Noordijk

Designer & Brand Identity specialist



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## Hello

It will be great to share my 6+ years of international experience, Brand-People-Product approach, skills and knowledge with a new team.

I promise to bring a fresh set of eyes, a great set of ears and the right amount of energy.

## Education

2003 - 2005

### MA Design Products

Royal College of Art  
London, UK

1998 - 2003

### Bachelor Architectural design

Royal Academy of Arts,  
The Hague, The Netherlands

## Areas of Expertise

Strategy & Brand Identity

Concept Development

Product Design & Development

Communication

Presenting

Client facing

## Skills

Photoshop (CS6)	<div style="width: 100%;"></div>
Illustrator (CS6)	<div style="width: 100%;"></div>
Microsoft office	<div style="width: 100%;"></div>
Sketching	<div style="width: 100%;"></div>
Model making	<div style="width: 100%;"></div>
InDesign (CS6)	<div style="width: 100%;"></div>
AfterEffects (CS6)	<div style="width: 100%;"></div>
Rhinoceros	<div style="width: 100%;"></div>
Corel Painter	<div style="width: 100%;"></div>

Awards click here 

## Work Experience

2010 -2013

### MMID Full Service Design Team, Delft, NL

Designer Look&Feel & Brand Identity specialist

Over the last 3,5 years I worked at MMID as a designer, specialized in Brand Identity. I was predominantly involved in project briefing until concept proposals and defining the design, after which I helped guiding the projects from the engineering phases to production.

- Developed Brand People Product Approach
- Worked on 30+ projects as a designer and consultant
- Created DesignBites, a monthly internal sharing platform

Areas Medical & Care, Professional equipment, Mobility, Vending etc  
Clients Dräger, Samsonite, Boon Edam, Sielaff, Flamco, Priva etc.

2008 - 2010

### Pilots Product Design, Amsterdam, NL

Designer & PR Communication

At Pilots I held a multiple job description of Designer, PR & Communications and Front Office support. It enabled me to learn about all facets of running and working at a (small, 10 employees) design studio.

- Across the board, front and back office.
- Helped expanding the design strategy efforts for our clients

Areas Aviation, FMCG Packaging, Vending, Consumer, Agriculture etc.  
Clients B/E Aerospace, Bravilor Bonamat, Sara Lee, Kverneland etc.

2007

### Scope Design Strategy, Amersfoort, NL

Designer

At Scope I was part of the design team responsible for concept building, design and pre-engineering. I also participated in the development of Scope's own Brand design language tool.

Areas Mobility, Medical, Professional equipment, Consumer  
Clients Batavus, Doge, Wavin, Scope products

2007 -

### Freelance designer

Designer

Throughout my career I worked on and off as a freelance Product Designer / Consultant / Front-end specialist / Interaction Designer (Web & Mobile)

- Co-developed the award winning Hockey.nl mobile phone app.

Areas FMCG Packaging, Mobile phone apps, Consumer  
Clients Pentagram (UK), BrandNew Design (NL), UsTwo (UK), Pinch (NL)

2004

### IDEO, London, UK

Product Design Intern

During my time at IDEO I worked on teenage hairstyling devices, the MyWay printer and IDEO U workshops.

Areas Consumer Electronics  
Clients Braun, Ollivetti, IDEO