

Aafke van der Haven

Graphic Designer, Digital Designer, Art Director

Haarlem, Netherlands | +31 6 139 570 35 | avanderhaven@me.com

www.linkedin.com/in/aafke-van-der-haven-8634161

WORK EXPERIENCE

FREELANCE CREATIVE

Various Clients

OKT 2024 - PRESENT

Currently working on concept & design for Dekamarkt seasonal magazines

ART DIRECTOR

CMN Haarlem

NOV 2021 - SEP 2024

During my time at CMN, I served as the lead creative for Hoogvliet Supermarkets and Praxis.

- For Hoogvliet, I was responsible for the concept and execution of various savings campaigns, advertisements, brochure concepts, social media, and seasonal campaigns.
- For Praxis, I was in charge of brochure concepts, advertisements, and content for social media and the website.

MULTIMEDIA DESIGNER ALBERT HEIJN, DESIGN COORDINATOR ETOS

MPG. Amstelveen

SEP 2011 - OKT 2021

At MPG., I held various roles:

- Multimedia Designer for Albert Heijn
I worked as a designer for special editions (Christmas, Easter, BBQ specials, Summer Newsletters, cookbooks, etc.), the Allerhande Box, diverse projects for social media such as posts and stories, stop-motion videos, contributions for the website, and more.
I also worked for Savory, the American sister publication of Allerhande.
- Design Coordinator for Etos
I was responsible for managing a team of designers and image editors who produced the weekly flyers and store materials, creating concepts for various store materials and campaigns, and coordinating packshot photography.

ART DIRECTOR

Bonnier Tidskrifter Utrecht

JAN 2008 - JUN 2011

Founding Art Director of Magazine Mama, a glossy magazine for mothers.

EDUCATION

GERRIT RIETVELD ACADEMIE AMSTERDAM - Bachelor of Arts

SHECODES - Certifications: Advanced Web Development, Advanced Python Development, AI Integration

UDEMY - Certification: Complete Figma Megacourse: UI/UX Design Beginner to Expert

SKILLS

- Adobe Indesign • Adobe Photoshop • Figma • Adobe After Effects • Midjourney • Adobe Firefly • Adobe Illustrator
- HTML • CSS • JavaScript • Python • Responsive • React • AI Integration

PORTFOLIO

www.aafke.online