

Emmy van Thiel

Brand- and Design Manager,
Strategist & Coach for Creatives

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Hélène Swarthstraat 31B
3061 CL Rotterdam



Languages

- Dutch – Native Language
- English – Fluence
- German – Mediocre

Born on 14 Juli 1990
in Nijmegen, The Netherlands

Relevant Work Experience

Founder Make Ideas Work, (Business) Coaching voor Creatives

January 2020 - current

Through various processes I help entrepreneurs within the creative- and design sector to position themselves strongly, to build a brand, to attract customers, to set up strong strategies and to create target groups and focus.

Basically everything that is needed to ensure that creative companies have enough leads, become financially healthy and can continue to grow.

I do this through High End 1-on-1 trajectories, the trajectory 'Make your passion your work' (especially for starters), presentations, master-mind days, various small online training courses and collaborations with educational institutions (such as creative vocational school Nimeto) .

Co-founder and Creative Director at The Visual Theatre

The Visual Theatre VOF, Rotterdam

February 2013 - December 2020

The Visual Theater pays attention to multiple aspects of UX, UI, graphic design, visual strategies and (digital) communication. Projects we have worked on: Identity and styleguide for the Amphia Hospital in Breda, Publications and websites for Center of Applied Research for Art, Design and Technology, Internal logo for Alpro Wevelgem, Interactive installations in museums, at the DDW and Beijing Design week, and much more.

My roles in it included;

- identities & campaign development, visual strategy
- corporate and web design for entrepreneurs & companies
- interactive design and interactive installations
- Art direction & brand management
- Social media strategies
- acquisition and entrepreneurship

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Freelance Graphic Designer

Various Design Agencies
2013 - 2017

Founder and organisor of C.o.c.o.i. Platform, Various universities in The Netherlands en China

June 2014 – December 2019

With amongst others workshops, teaching and facilitating and realizing art and design projects.

Sales employee and Brand manager at Schippers Optiek

November 2008 - January 2015

What started out as an interest in retail and glasses quickly evolved into more. As a part-timer during the extremely busy weekends I developed my sales skills, I went to fairs, I learned about smart purchasing and business strategy and when I started working more I became - partly due to my experience in design and communication - responsible for the entire branding, visual communication, advertisements, social media and website of this growing company that was sold for a profit in 2019. This is where my adventure as a brand and communication manager started.

Internship at The International Office, Wellington (New Zealand)

September – November 2011

During this internship I was responsible for the design and implementation of various publications, websites, exhibitions and visual identities.

Experience as teacher/coach

External Supervisor for New Design & Attitudes final exams

St. Joost School of Art & Design, Breda/Den Bosch (The Netherlands)
2015, 2018, 2020, 2021

As a recurring external expert at the final exams of the design course at St. Joost School of Art & Design, I was responsible for co-evaluating and 'assessing' projects, making sure that the assessment procedures are objective and fair and writing recommendations.

Field Advisory Board voor New Design & Attitudes, Breda & Den Bosch

St. Joost School of Art & Design, Breda/Den Bosch (The Netherlands)
2017 - 2019

Support and sparring partner when it comes to connecting the design profession to professional practice.

Guest teacher Visual Communication & New Media

Hunan Normal University – School of Design 湖南师范大学
2018 – current

Twice a year, for a semester of 7 weeks at a time. Since 2020 this takes place online via Zoom.

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Events & Publicaties

Magazine the Optimist – the talent issue

september 2020

Full spread interview about talent and creativity

Speaker on the Dutch Design Month

December 2018

Solo presentation about our design activities and the exhibition 'Me and my Imaginary world'

Me and My Imaginary World – group exhibition

November 2018

Changsha Meixihu International Culture and Art Centre (长沙梅溪湖国际文化艺术中心)

Design & realization of international exhibition.

Includes three of our interactive installations: 'The other you', 'The Split effect of you' and 'The shape of you'.

Relevant Education

Various online courses

2019 - heden

About various topics related to communication, storytelling, entrepreneurship, management and branding.

Master of Graphic Design – Master Intitute of Visual Cultures, Breda

Graduated with honors

2012 – 2014

Participation in various workshops

2012 – 2014

'Staging the Message' (twice) by Jan van Toorn & Els Kuijpers, Workshops with Karel Martens, Frank van der Stok, Jonathan Barnbrook, Martijn Engelbregt, Paul Hughes, Karin Bloemen.

Master Type & Media, Delft

Classes by Petr van Blokland in Delft, 2014

These classes were part of the Master 'Type & Media' in The Hague. During these lessons we focused on details in typography, the construction and spacing of typography, and powerful typographic expressions in a general sense.

Business Atelier at AVANS, Breda

Education in Entrepreneurship, 2014

ArtEZ Institute of the arts, Arnhem

Bachelor of Design, Graphic Design

2008 – 2012

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Hobbies

Sports

I've been an avid swimmer all my life. From synchronized swimming to fin swimming and from competitive swimming to open water swimming. In 2020 I swam across the IJsselmeer in relay with a strong team, a fantastic experience.

Podcasting en presenting

Transferring knowledge and empowering others in this way, that's what gets my fire going. Literally using my voice for this is one of the ways I like to do that. Already at the age of 15, I started at the local radio as a presenter where I discovered my 'radio voice' and passion for making live radio, interviewing people and taking the stage. Recently I started the 'Maak van je passie je werk-podcast' with over a 1.3K downloads in no time.

Absorbing

I am a sponge for stories. This is also where my passion for storytelling comes from, a skill I use every day in social media, my podcasts and the projects I work on.

I like to read fiction, but I also love to read professional literature to feed my 'growth mindset'.

Travelling

Getting to know new cultures, meeting new people, exploring nature. From meditating for a week in a Thai Buddhist monastery to visiting castles in Scotland and climbing mountains in China. I can't get enough of it!