

# BE CREATIVE STUDIO

## BECKY ELLIOTT GRAPHIC DESIGNER

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(spatial) branding specialist, graphic designer & storyteller, with a life-long passionate interest in cultural events, art, design & architecture... always actively finding inspiration everywhere & anywhere! native english speaker, living in amsterdam since 2004 & loving the vibrancy of this beautiful city. **extensive experience within dutch & international agencies**, working on national & international projects; from discussing budgets & planning, conceiving ideas, presenting to clients & board of directors, to delivering definitive artwork. from art direction, overseeing the creative team & mentoring junior designers to working with external production agencies & other partners.

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july 2020 - september 2020  
& march 2021 - current

**senior creative**

SANDEBURG CONCEPT &  
CREATION, AMSTERDAM, NL

**initial 3 month project based contract** with the communications team developing **Dekamarkt's brand** with it's latest positioning and identity, for a completely new retail store concept, designed by the interior design department.

- created an extensive and **unique icon set**
- **digital content, spatial branding, store way-finding, car park branding, signage**

**full time role**, currently working on various **design concepts & branding briefs for retail & food environments**. OONIVOO a michelin star restaurant's wine shop, spatial branding and wayfinding for a co-working space ARISTO, naming and development stage of a new identity project for a UK campus location of a well known international brand.

march 2016 - nov 2019

**senior creative**

DAY CREATIVE BUSINESS  
PARTNERS, AMSTERDAM, NL

**worked on a variety of spatial branding & brand identity briefs, individually or as project leader within a team, some highlights are:**

- developed **environmental branding & underlining DNA** for STAYOKAY hostels, whilst making characterful & **individual design concepts** for each location.
- created **instantly recognisable spatial branding, wayfinding & graphical language** for THIALF ICE ARENA.
- crafted a new **traditional yet modern brand identity** for the much loved and well known iconic dutch family business HEINEN DELFTS BLAUW.
- **spatial branding:** CBRE, CK GROUP, COCA COLA, COOLS, DECOLEISURE, KOLEKSIYON, KONICA MINOLTA, MRP, MUSIS, PSV EINDHOVEN, SCALE UP NATION, STAYOKAY, THIALF ICE ARENA, TIVOLIVREDENBURG, VALAD.
- **brand identity:** CALIBER, CFO LAB, COOLS, HEINEN DELFTS BLAUW, KOLEKSIYON, SCALE UP NATION, STAYOKAY, VIVIUM ZORGGROEP.

jan 2014 - march 2016

**freelance graphic designer**

BE CREATIVE - STUDIO  
AMSTERDAM, NL

**creative lead with own client projects & freelancing as part of a team within an agency.**

- whilst working individually on own briefs developed many **professional working relationships** with clients understanding their desires and meeting deadlines.
- whilst working in partnership with creative director KIM MANNES-ABBOTT developed the **new graphical concept & all instore communications** for ALBERT HEIJN TO GO.

- whilst regularly working within the team at STOREAGE created **complete store concepts & brand identities** for numerous clients in the netherlands, italy, portugal and china.
- **complete store environments**: ANTA, GEOX, KIDSWANT, WORTEN.
- **(in-store) communications**: ALBERT HEIJN TO GO, HUNKEMOLLER, MORNING GLORYVILLE, ORANGE THEATRE COMPANY.
- **brand identity**: ALEXANDER MARC, MANIFEST & CREATE, WERK AAN DE WINKEL, YOU XL.

sept 2004 - dec 2013:  
**senior retail graphic designer**  
SVT BRANDING & DESIGN GROUP  
AMSTERDAM, NL

**lead graphic designer for many retail clients; covering food, non-food & service retail experiences.**

worked within a dynamic team **creating distinct retail formulas**, including **brand identities** which have been **successfully rolled out** across the netherlands & europe; **increasing brand awareness** on all levels.

- **complete store environments**: ABN AMRO FINANCIAL CENTERS, BLOKKER, DE BIBLIOTEEK, DE KINDERKLINIEK, EIGEN HAARD, EYEWISH GROENEVELD OPTICIANS, INTRATUIN GARDEN CENTERS, KAMER VAN KOOPHANDEL, KRING APOTHEEK, KRUIDVAT, NOMAD, PEARLE OPTICIANS, SIMON LÉVELT, T-MOBILE, TRENDHOPPER.
- **in-store communications**: C1000 SUPERMARKETS, COOP SUPERMARKETS, FORMIDO, MISS ETAM, PRAXIS DIY STORES, VOMAR SUPERMARKET.
- **brand identity**: BLOKKER, CARLTON HOTEL GROUP, DE BIBLIOTEEK, DE KINDERKLINIEK, EIGEN HAARD, INTRATUIN GARDEN CENTERS, KRUIDVAT, M&S MODE.

previous employment

jan 2003 - april 2004: **senior graphic designer for retail & brand identity clients**  
THE NEST, LONDON, UK

jan 2000 - jan 2003: **middleweight graphic designer** INTERBRAND, LONDON, UK

sept 1996 - dec 1999: **junior graphic designer** BULL RODGER, LONDON, UK

education

**ba hons degree in graphics & advertising** BUCKINGHAMSHIRE COLLEGE, UK  
**btec first diploma in design, btec national diploma in design, gcse graphics (grade a)**  
MID WARWICKSHIRE COLLEGE, UK  
**8 gcse's, KINGSLEY SCHOOL, UK**

awards

**german design award winner 2019, STAYOKAY / THE FIFTH**  
**german design award winner 2018, THIALF ICE ARENA**  
**finalist certificate, london international advertising awards 2002, GUINNESS NOTEBOOK**  
**finalist certificate, new york festivals 2002, GUINNESS BELIEVE BOOK**  
**design effectiveness awards 1999, RAF MUSEUM**  
**design effectiveness awards 1998, EJ GROUP**

contact

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