

## PLUC PLAATSMAN

plucplaatsman.com  
topvent@plucplaatsman.com  
0618950532

### EDUCATION

**Hogeschool Voor De Kunsten (HKU) University of the Arts**  
Utrecht, Netherlands  
2006 - 2012  
Bachelor of Design, Cum Laude

**Cibap**  
Zwolle, Netherlands  
2002 -2006  
Advertising, Communication,  
& Presentation.

### EXHIBITIONS

**Design Week Milan  
Ventura Lambrate**  
*Group Exhibition*  
Milan, Italy, 2012

**Exhibition for Piet Bakker  
Award Finalists**  
*Winner*  
Utrecht, Netherlands, 2011

**Hogeschool Voor De Kunsten  
Graduation Exhibition**  
Utrecht, Netherlands, 2011

### RECOGNITION

**Winner, Piet Bakker Award,  
2011**  
Graduation project  
'Arabischpraatje.nl'  
(Arabic-chat)

**Winner, Essay Award, 2011  
Hogeschool Voor De Kunsten**  
Won best graduation essay in  
Graphic Design Department.  
Subject: Creative process and  
design methods.

### TEACHER/ADVISOR

**Hogeschool Voor De Kunsten**  
Utrecht, Netherlands  
June 2014, Seminar  
About structuring the creative  
process.

2013-14, *Teacher*  
Product Design "Research" course  
for 2nd year students

2012, *Guest/Substitute Teacher*  
for Dr. Anke Coumans,

**"Me, Myself and I" Workshop**  
Nanjing, China, 2012  
Three-week workshop in Nanjing with  
three alumni students from  
Hogeschool Voor De Kunsten. My  
workshop was called: Me in my  
context.

**"Me, Myself and I" Lectures**  
Ullens Center for Contemporary Art  
Beijing, China, 2013  
Minsheng Art Museum  
Shanghai, China, 2013

**Analoog.nu by Boris Rijkse**  
**(illustration student, Hogeschool  
Voor De Kunsten**  
Student Advisor for graduation  
project, 2012

**Hogeschool Voor De Kunsten**  
Graphic Design "Research" course  
for 2nd year students  
2011, Teacher Assistant for  
Dr. Anke Coumans

### SKILLS

**Software**  
Fluent in Adobe Illustrator, InDesign,  
Photoshop, Audition, Premiere-pro,  
and Microsoft Project, Word, and  
Excel. Well versed in social media  
platforms.

### DESIGN EXPERIENCE

**Pluc Plaatsman Studio**, Berlin, Germany  
*Principal Designer & Researcher*, 2012-2015  
Work on projects ranging from identity, book design,  
posters, signage, and print collateral for personal  
endeavors as well as clients. Copywriter and campaign  
developer. Method designer and teacher. Create  
products based on my observations, experiences and  
fascinations, many of which focus on my neighborhood  
and environment in Berlin.  
Branding/Identity for Pizza Chef, DJs, social collec-  
tives, and bars in Berlin. Creating campaigns for my  
neighborhood, Neukölln.

**James Victore Inc**, Brooklyn, New York  
*Substitute Designer / Assistant*, May 2014  
Assisted James Victore with the daily struggle of being  
an independent designer.

**Design Arbeid**, Amsterdam, Netherlands  
*Researcher/Designer*, 2012  
Social project working with people in a low-income  
neighborhood in Amsterdam. Facilitated interviews and  
combined research to highlight positive developments  
and changes in a struggling neighborhood. Created  
images, posters, campaigns and a local newspaper.

**HKU Education Development Department**,  
Utrecht, Netherlands  
*Researcher*, 2012-2013  
Worked with Lieke de Jong on a long-term research  
project focusing on developing a new educational system  
for Hogeschool Voor De Kunsten. We redefined the  
structure of the school system to combine departments  
and prioritize teaching design methods and the creative  
process rather than a project-based lesson plans.

**Studio Melle Hammer**, Amsterdam, Netherlands  
*Design Intern*, 2011  
Created personal projects under the supervision of  
Melle Hammer. Developed a unique handwritten  
typeface as well as created methods for making  
large-scale handmade posters. Researched and  
explored fascinations and observations.

**No point photo Studio's**, Vucht, Netherlands  
*Photography Intern*, 2005  
Product photography and retouching specialist.  
Built sets and lighting system.