

IDEATION

BRANDING

CONCEPT DEVELOPMENT

ADVERTISING

EVENT MARKETING

PRODUCT LAUNCH

PACKAGING

SOCIAL

WEB DESIGN

LOGO CREATION

MERCH

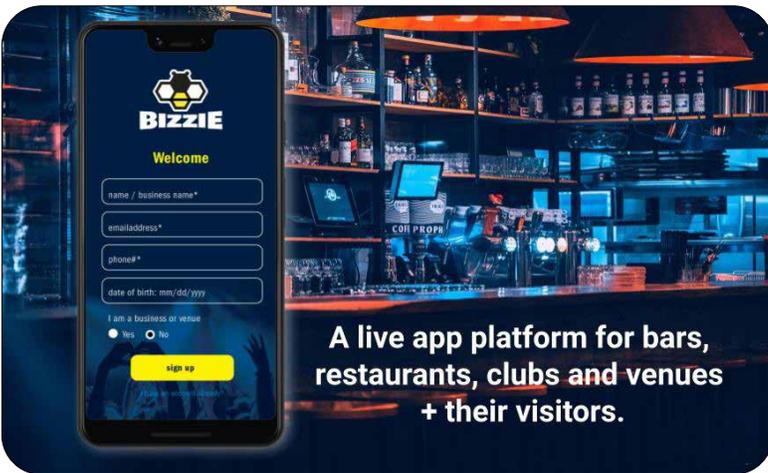
UI DESIGN

MIC SCHUT PORT- FOLIO

2022 EDITION

CONCEPT DEVELOPMENT

Bizzie



A live app platform for bars, restaurants, clubs and venues + their visitors.

BIZZIE LOGO + APP UI + PITCH CONCEPT DECK

I was approached to visualize a new app concept named 'Bizzie'. The idea is that venues (clubs, bars, restaurants) can publish and promote their businesses in the app. One of the main features of the app is to showcase in real time how busy (aka 'buzzing') their venue is.

The logo represents a bee, heavily simplified and geometrical shaped. The geometrical shape I continued throughout the UI of the app. I tried to keep the navigation of the app as intuitive and simple as possible for the end user.



PRODUCT LAUNCH

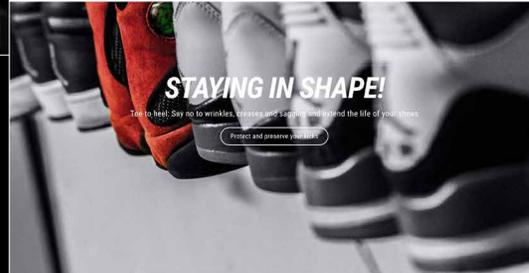
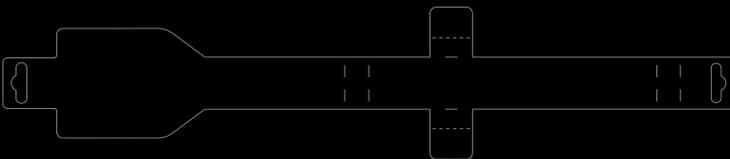
Sneakerspoon



LOGO / BRANDING / WEBSITE / ADVERTISING

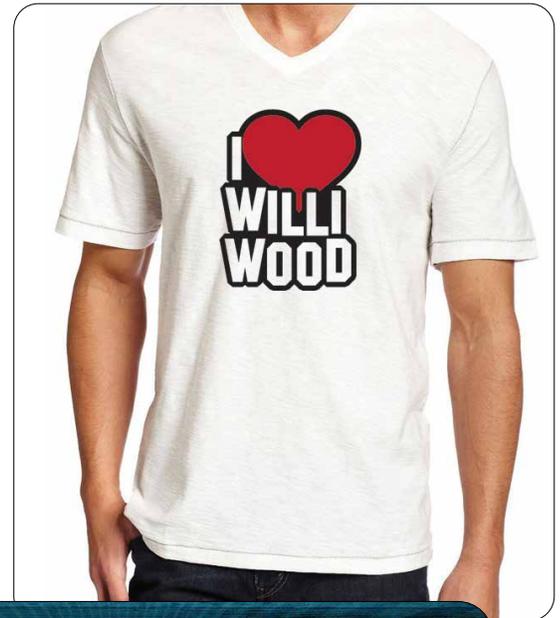
I have been involved from the early stages of this new product. I am responsible for the logo development, the branding in general, the website (shopify), packaging design and most of the online copywriting and all advertising taglines.

Also responsible for pitch presentation layout for potential distributors and brand partnerships.



IDEATION / MERCH

Williwood, Curaçao



LANDMARK IDEATION AND REALISATION.

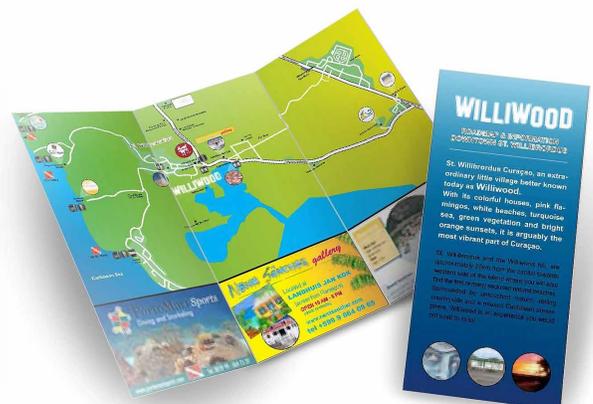
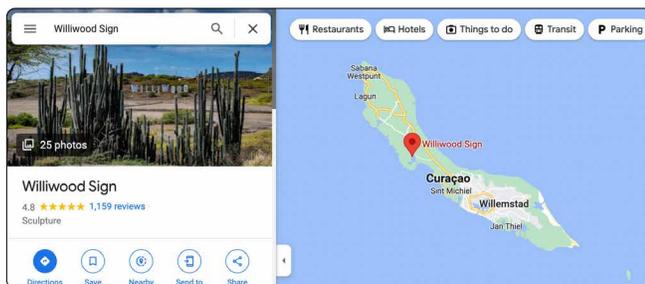
Back in 2011 I had the crazy idea to create a 'Williwood' sign in Curaçao in a little village called St. Willibrordus. The village could use the publicity and economy boost. Besides the landmark, my plan also included a small tourist roadmap with a local guided tour of the area, the set-up of a souvenir shop with themed merch and local art and crafts.

After its reveal, the wooden sculpture appeared in all local newspapers, national news sites, various blogs and was plastered on social media.

The area nowadays is thriving and even has an annual 'Williwood festival'. It has become a must-see for tourists and the landmark has been published and featured in books and travelguides. It also made its way into stockphoto sites, Trip Advisor and has an official Google maps location and its popularity is still going strong.

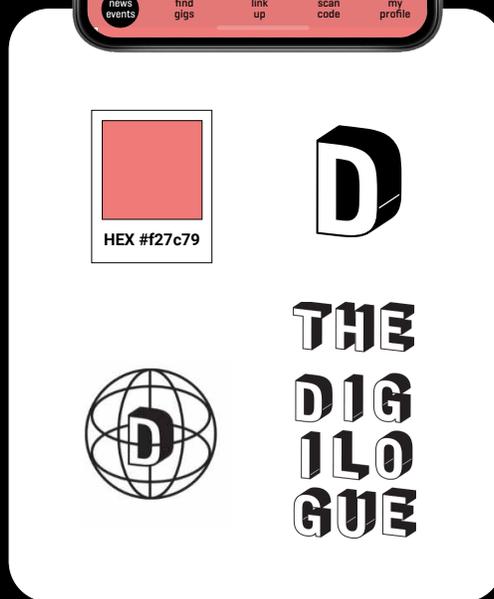
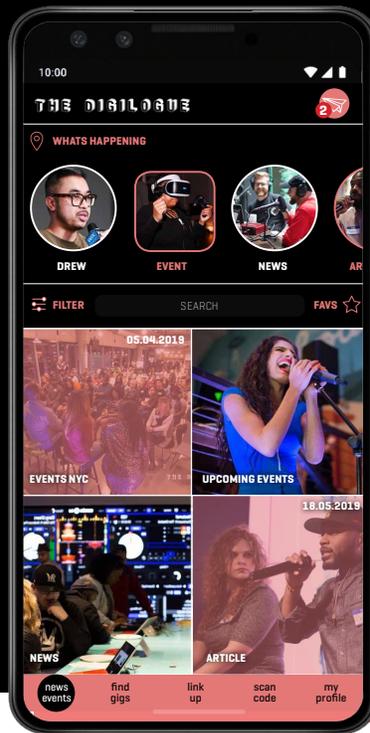


The sign was featured in a local music video: 'Dit Eiland' - Diverse Sauzen ft. Gigoloko & Shirma Rouse



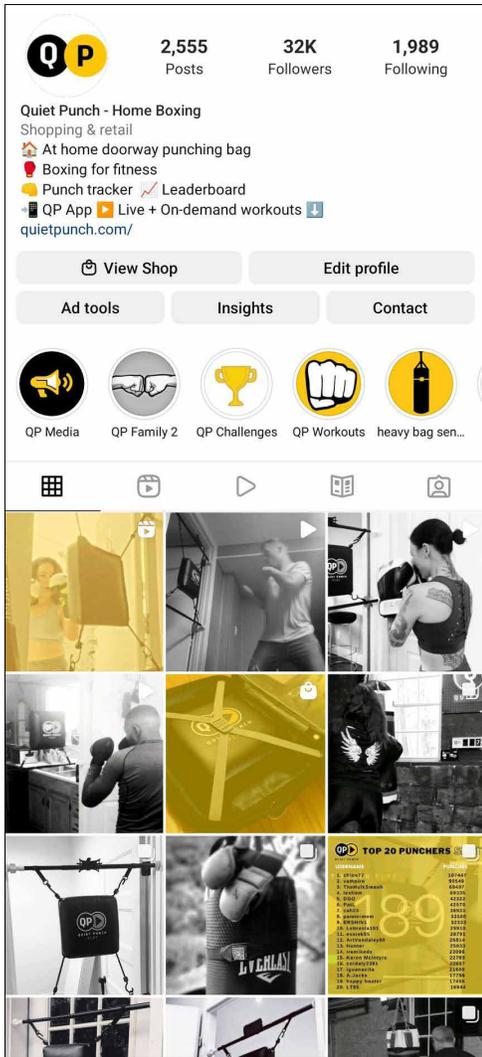
BRANDING / EVENT MARKETING / UI / SOCIAL

The Digilogue



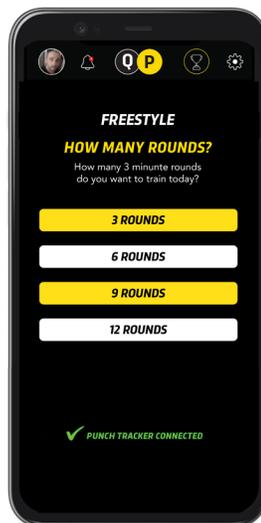
LOGO / BRANDING / SOCIAL

Quiet Punch



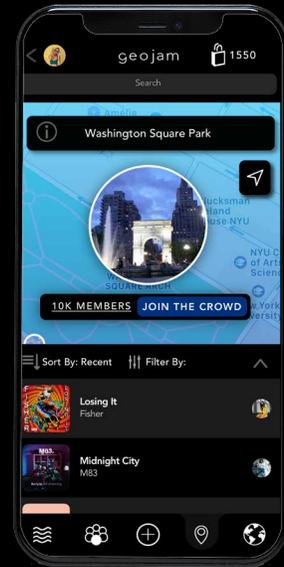
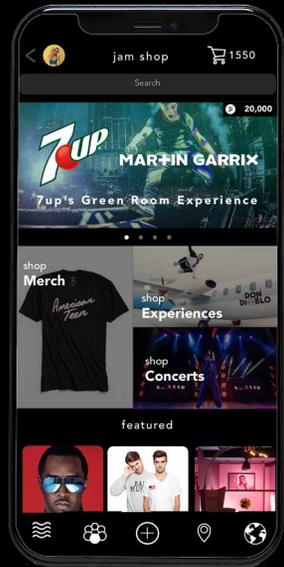
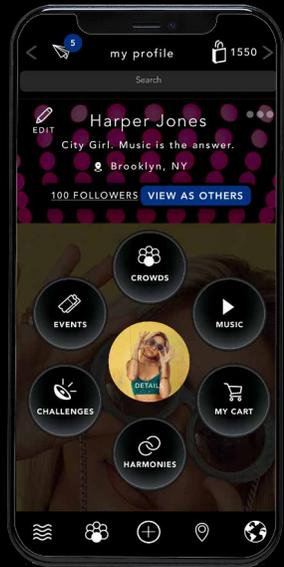
BRANDING GUARDIAN

Besides the social feeds and advertising of the Quiet Punch brand I helped develop the Quiet Punch Play mobile app (UX/UI) and have been heavily involved as creator, designer, consultant and overall strategy of Quiet Punch and Quiet Punch Play since the official QP launch in 2017. I am currently acting as brand guardian for all branding and marketing collateral.



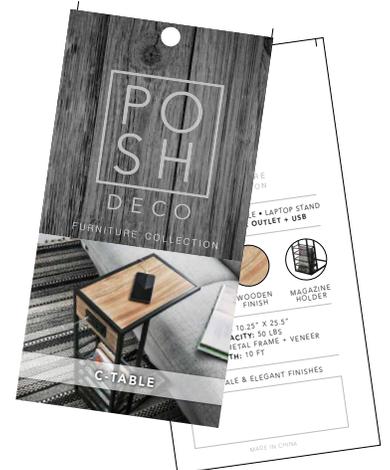
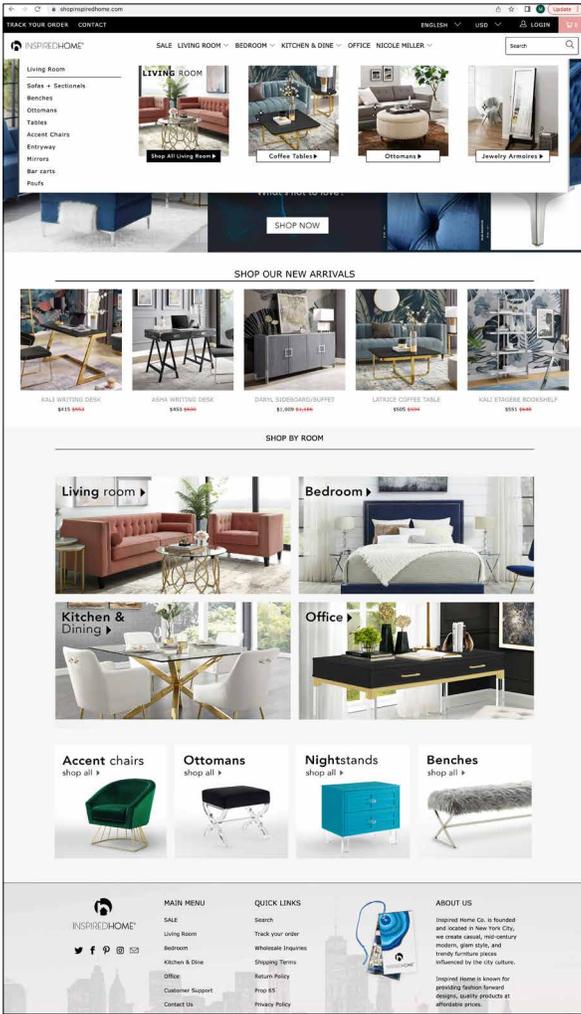
CONCEPT / LOGO + IDENTITY / UI DESIGN

Geojam - startup venture -



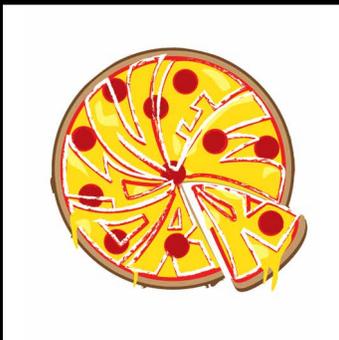
LOGOS / BRANDING / WEBSITE / ADVERTISING

Inspired Home Decor



PERSONAL PROJECTS

Mixed media



LOGO CREATION

Various clients



CON- TACT

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