

PERSONAL DETAILS



Name: **Simon van Acht**
Date of birth: **29/03/1990**
Place of birth: **Nijmegen, The Netherlands**

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5469 TC Erp, The Netherlands**

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ABOUT SIMON

Driven by curiosity for human behavior mixed with my passion for communication, design and interaction - I aim to create meaningful and problem solving experiences for people and brands.

With responsibility and dedication I try to get the best out of every project. I'm an energetic person who tries to inspire and challenge people. I'm a perfectionist by heart and a strong believer in user-centered design. For me, 'why?' is the most important question out there.

In my spare time I love to watch animation movies and sitcoms, listen to music and play soccer. I'm also interested in psychology, philosophy, typography, animation and photography.

KNOWLEDGE AND SKILLS

- User research
- Consumer psychology
- Problem solving
- Concept development
- Planning
- User experience and interaction design
- Webdesign
- Graphic design
- User interface design
- Prototyping and usability testing
- Service design
- Branding
- Strategy

CLIENTS

SVT Play / H&M / Vodisys / CIS ICT Services / Request ROM /
Graphic Design Museum Breda / St. Elisabeth Ziekenhuis Tilburg
/ Innofun / VROM / NSU Sweden / Gillz / SWHAN

WORK EXPERIENCE

- 02/2011 - 08/2011 **Angry Nerds**
Interactive Art Director
www.angrynerds.nl
- 02/2010 - 06/2010 **BOOM Communicatie (Intern)**
Strategy, concept development, marketing, copywriting, research and account
www.boomcommunicatie.nl
- 07/2008 - 08/2011 **ireflect**
Interactive Art Director & Graphic Designer
- 07/2008 - present **Simon van Acht - Interaction & Graphics**
Strategy, concept development, print, webdesign and interaction design.
www.simonvanacht.com
- 01/2004 - 07/2008 **Freelance multimedia designer**
Webdesign and interaction design.

EDUCATION

- 08/2011 - 12/2011 **Hyper Island**
Interactive Art Director
- 09/2007 - 07/2011 **Avans University for Applied Sciences**
Communication & Multimedia Design (B ICT)
Minor 3th year: Interaction Strategy
Minor 4th year: Diversity Marketing
Graduated in 2011
- 09/2002 - 07/2007 **Zwijsen College Veghel**
Secondary general education
Graduated in 2007