

Senior brand designer and art director in Amsterdam. I build identities and the systems that keep them standing: typography, colour, grid, and rules other people can use without calling me. Recent work runs from LinkedIn at Cannes Lions to full identities for TommyTomato, Ditto Care, Juvoly and a row of biotech companies.

- Selected work
- **LinkedIn - Cannes Lions 2025 & 2026.** Art direction
 - **Ditto Care.** Brand identity
 - **TommyTomato.** Creative & brand design, Art direction

- Focus
- Brand identity and rebrands
 - Design systems: typography, colour, grid
 - Editorial and print

Tools

Figma, InDesign, Illustrator, Photoshop, Keynote, Google Slides

Languages

Dutch (native), English (fluent)

- Experience
- LEFT Graphic Design & Studio Onward**
Art Director / Creative Designer (2010 – Present)
Co-founder Studio Onward (2019 – Present)
- Visual direction and full identity design for enterprise accounts (LinkedIn at Cannes Lions) alongside fast-growing brands like TommyTomato, Ditto Care and Juvoly.
 - Built brand systems that hold up across websites, conference stands and printed programmes, without a designer needing to check every use.
 - Editorial art direction: Deep print and digital publication craft for titles like FHM, 1900 Ajax Magazine and iPad Magazine.
 - Identity and art direction for a run of biotech and pharma companies: ViceBio, Aboleris, Artax, Istesso, Obulytix and Qurin.
 - Partnered directly with strategists, copywriters and developers. Hands-on throughout: typography, colour systems and grids, from the first concept to the final file.



Tim van Amerongen
Senior Brand Designer & Art Director

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- IDG Communications**
Art Director / Editorial Designer, 2004 – 2010
- Visual direction across tech and gaming titles: PC Zone, GameZ.nl, Tips & Trucs, Digital Life, Computer!Totaal, Zoom.nl and PCM.

- Earlier
- PromoTime**, Art Director, 2002 – 2004.
- GameQuest, NetGeneration and CTW Benelux.
- 3rd Elevation / KPN Games**, UI - Designer, 2001 – 2002.
- MPlayer-Europe, online-gaming platform.
- Lost Boys Games**, UI - Designer, 2000 – 2001.

Over the years, I’ve had the pleasure of working with great brands and companies, including LinkedIn, Ajax, Ditto.Care, Juvoly, Interstellar, Royal Merba, Van der Valk, TommyTomato, FHM, Sialia Yachts, Gemeente Amsterdam and many more.