

Paco *Krijnen*



Designer

Amsterdam
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www.pacoraphael.com

Skills

- Conceptontwikkeling & art direction
- Fotobewerking, retouch & compositing
- Crossmediale contentcreatie: social, web, print
- Branding & visual storytelling
- Visual identity & campagneconcepten
- Adobe Photoshop (expert), Illustrator, InDesign
- AI Midjourney, DALL-E, Firefly
- Digital Design Figma, UI/UX basis
- Web & Social media HTML/CSS, Canva

Profile

Designer, Art Director and image maker with extensive experience in photo editing, retouching, compositing, art direction, and visual storytelling. Develops cross-media content that strengthens brand consistency and creates impact - from social media to print and digital installations. Combines traditional design techniques with AI tools for rapid prototyping and creative exploration.

Work Experience

Artist / Art Director

Paco Raphael. Contemporary Artist
2010 - present

Creative Lead with 15 years of experience in art and design, spanning paintings, sculptures, installations, and interior products. Combines AI tools and traditional techniques to create cross-media concepts and prototypes.

- Creative leadership from concept to delivery, including international exhibitions and fairs
- Collaborations with brands such as BMW, Porsche, KLM, Pantone, and Auping
- Coordination of international suppliers and production
- Responsible for visual identity and storytelling across all channels

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Designer / Art Director

Strauzz. Designbureau
2008 - 2015

Developed visual identities, campaigns, and digital content for retail, cultural, and corporate brands. Directed freelancers and production partners to ensure consistent visual output. Optimized digital workflows and accelerated iteration processes.

Designer (freelance)

TBWA, Sid Lee, Lemz, Qi, Euro RSCG, G-star
2008 - 2015

Concept development, art direction, and visual design. Created digital visuals, social content, and print materials - from concept to final execution. Worked on projects for brands such as Bol.com and Philips, with a strong focus on brand consistency and visual impact.

Senior Designer

Redurban
2007 - 2008

Developed digital campaigns and web assets for brands including KPN, Bol.com, Renault, DHL, and Telfort.

Lead online Designer

MTV Networks
2005 - 2007

Created visual concepts for branded content and campaigns.

Designer

Studio-Pit
2004 - 2005

Designed websites, visual identities, and online branding.

Education

Haagse Hogeschool
1998 - 2004
BSc Informatica en
Informatiekunde.
Vormgeving en ontwerp
van InterActie (VIA)

Grafisch Lyceum
Rotterdam
2007
Crossmedia

Prices

SpinAwards
2007 - Silver
Best Crossmedia Campaign
2008 - Winner
Best Interactive Video Concept

San Accent
2008 - Campaign
Eindeloos Sms'en (Hi)

Languages

Dutch - Fluent
English - Proficient