



GRAPHIC DESIGNER INDUSTRIAL DESIGNER

LAURA LOOIJEN

I'm Laura, a versatile designer with experience across various design disciplines. While I now focus on graphic design, my background spans design engineering (I hold a master's degree), digital design, and even founding a startup from the ground up to a successful exit. I'm passionate about art, textiles, illustration, and more recently, tattooing! I love being a creative multitasker. Visit my website to learn more about my work.

CONTACT DETAILS.

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// EDUCATION

DELFT UNIVERSITY OF TECHNOLOGY

MASTER INTEGRATED PRODUCT DESIGN

September 2020–July 2022

My Master thesis was focused on developing the product-service for my start-up company Maki. I developed a learning platform that teaches young beginning sewers how to make the clothing that truly fit them from absolute scratch. I graduated with a cum laude distinction.

BACHELOR INDUSTRIAL DESIGN ENGINEERING

September 2016–July 2020

I finished the Bachelor with a project for HEMA. I designed tea bags with little booklets attached to them to give young writers a chance to promote their work. I ended up a finalist in the HEMA Design Contest.

MINOR INTERACTIVE ENVIRONMENTS

September 2018–Februari 2019

The minor explored the possibilities for dynamic, interactive spaces in which people and buildings engage in a mutual relationship. I did a project for AMS where I developed a timer that encouraged co-working and knowledge sharing.

//WORK EXPERIENCE

FEARCE | FREELANCE GRAPHIC WORK

September 2020–July 2022

I have done freelance graphic work under the name Fearce. I designed logos, branding styles, promotion material and websites for various customers such as a roller disco, a hypnotherapist or a VR Arcade.

MARLIES DEKKERS | VISUAL/DIGITAL DESIGNER

September 2022–Jul 2023

I worked at Marlies Dekkers as a full time visual designer. I made the content for their social channels, websites, app and printed material and worked on improving their branding.

OPERA AMSTERDAM | GRAPHIC / EXHIBITION DESIGNER

Jul 2023–present

I currently work at Opera Amsterdam, where I handle all 2D design work for exhibitions—everything from typography and large-scale illustrations to infographics and wallpapers. This role has given me extensive technical experience in print production and DTP. I have also overseen major exhibitions in leading museums, such as the British Museum.

TATTOO ARTIST | WILDBLOEI.INK

Jun 2024–present

In addition to my graphic work, I've ventured into tattooing, where I get to bring my illustrations to life on the most meaningful canvas of all: the human body. This art form allows me to explore creative freedom like never before, making each piece truly personal and unique

//SKILLS

ADOBE

If Adobe programs were a language, I could say I am fluent in Illustrator, Photoshop and InDesign. I have used these programs extensively in the past years.

PROTOTYPING

I have knowledge of multiple CAD programs and can use most digital fabrication tools such as 3D-printing and laser cutting. I am also proficient in working with microcontrollers and have some coding skills in python and C. Furthermore I have always had a love for working with textiles and making sewing-patterns.

INTERESTS

I love everything that I can explore my creativity with. I occasionally enjoy painting and illustrating. However, my main interest is sewing. I would say I am a skilled sewer. I can draft sewing patterns and make a wide range of garments. Sewing can truly help me unwind. I am currently working on an exhibition of soft sculptures.

LANGUAGES

Dutch | native
English | fluent
French & German | passable

Rijbewijs B

REFERENCES AVAILABLE
ON REQUEST.

NICE
TO MEET
YOU.