

EDWARD HUGH ROCCA



PROFILE

Born in the UK, raised in NL. I'm a social person, and love meeting new people and making connections across cultures. I work hard for what I care about and love getting my hands dirty with creative projects.

✉ EHRocca@outlook.com

🌐 <https://therealedd.github.io/Portfolio/>

EDUCATION

BACHELOR OF SCIENCE COMMUNICATION & MULTIMEDIA DESIGN

Hanze UAS, Groningen
Graduated in 2024

FOUNDATION ART & DESIGN

Carmarthen School of Art, Carmarthen, UK
Graduated in 2018

HAVO (NATURE & TECHNOLOGY)

Berlage Lyceum, Amsterdam
Graduated in 2015

LANGUAGES

English (native)

Dutch (native)

French (conversational)

Italian (basic comprehension)

Spanish (basic comprehension)

Slovak (I'm learning!)

SKILLS

Adobe Suite	Communication
Photography	Problem Solving
Sound Design	Event Planning
Illustration	Agile / Scrum

WORK EXPERIENCE

FREELANCE GRAPHIC DESIGNER

Netherlands and United Kingdom

May 2018 - Present

Ranging from all things visual design, my work includes market research, branding, concepting and implementation. Still images and graphics, vector-based and rasterised work. Looking to get more into web design in the coming years.

FREELANCE COMMERCIAL PHOTOGRAPHER

Netherlands and United Kingdom

August 2017 - Present

Various commercial clients ranging from portraiture to event photography. My focus lies towards people and their interactions with each other. Many of my projects are for commercial use in web environments and on socials.

WEB DESIGNER

Prins Claus Conservatoire, Groningen

Februari 2024 - November 2024

Graduation project for the Prins Claus Conservatoire designing and creating an instrument showcase for the 30 instruments of Evert Kluter. This project was very heavy on design research, target audience research, product validation and iteration. The end product was an online system to learn more about the instruments, request to rent them out, and maintain them with appropriate tools and knowledge.

- Web based prototyping
- Lots of target audience testing and validation
- Cultural heritage project
- Coordinating with the client

COMMUNITY FOUNDER / EVENT PLANNER

RAG-TAG Art Community, Groningen

October 2021 - October 2024

I am one of 4 founders of the art community RAG-TAG in Groningen. My roles here involved launching, branding and advertising the community, organising and managing events, engaging with members, and seeking ways to create value for art-driven students in Groningen. The project was also profitable.

- Brand management & content creation
- Event planning
- Administration & financing
- Networking

INTERN GRAPHIC DESIGN

TRGR Digital Creative Agency, Groningen

December 2021 - June 2022

As an intern at TRGR, I did a large variety of tasks including managing a client and their design needs, graphic design for billboard and web usage, design for print, floor plans, event announcements, company announcements, etc. I also reworked TRGR's own social media image, improving their brand and outreach.

- Brand management & content creation
- Designing for digital & print
- Concepting

BARTENDER / WAITER / HOST

Various Employers, Netherlands

June 2014 - August 2019

A lot of experience working in professional environments and in teams. Communication and coordination were both key in this position.

- [June 2019 - August 2019] Pizzeria Contini (Groningen) - Bartender
- [January 2019 - May 2019] Internationaal Theater Amsterdam (Amsterdam) - Host & Waiter
- [August 2018 - January 2019] Brouwerij Poesiat & Kater (Amsterdam) - Bartender
- [June 2015 - February 2016] Royal Fook Long (Amsterdam) - Waiter
- [June 2014 - June 2016] Dansmakers (Amsterdam) - Bartender

DOOR-TO-DOOR FUNDRAISER

Direct Result, Amsterdam

March 2016 - December 2016

Working for various charity organisations to recruit sponsors through face-to-face conversion.

- Communication
- Psychology and persuasion
- Working for charities

References can be provided upon request.

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