



## Jo-Ann Lieuw-A-Peuw | Designer

🌐 joannlap.com

✉ joannlieuw@gmail.com

### 🏢 WORK EXPERIENCE

#### Jo-Ann LAP | Freelance Designer

[2023 - now] Amsterdam, NL

Self-employed graphic designer based in Amsterdam.

- Focussed on graphical work (brand identities, motion graphics, illustration and 3D modelling)

#### Fong Food | Sales employee

[2017 - now] Amsterdam-Zuidoost, NL

Fong Food is a Chinese-Surinamese sandwich shop, runned by my parents in heart of Bijlmer since 2013.

- Serving customers behind the counter preparing Chinese-Surinamese sandwiches and meals
- Focus: food prepping, inventory check, branding and visual communication

#### The New Originals | Graphic Design intern

[2024] Amsterdam, NL

Amsterdam based streetwear label focussed on developing performance clothes for creatives

- Contributed in various event graphics, supported the marketing team in graphical content for socials, mailing and webshop.
- Launched two products for different collabs and releases
- Experienced developing with techpacks and working with manufacturers

#### Foundation Amsterdam Hip Hop Centre | Graphic designer

[2023 - 2025] Amsterdam-Zuidoost, NL

Located in the South-East of Amsterdam, an educational cultural centre that provides knowledge and development in various street styles.

- Developed new brand identity catered to the annual curriculum (classes, lectures, bootcamp, education programs)
- Contributed doing marketing strategy in collaboration with the team
- Print work for events: banners, posters, window stickers

#### Silo Agency | Interaction Design intern

[2020-2021] Den Haag, NL

Dutch agency focussed on spatial design within the public sector based in The Hague.

- Got introduced to spatial design, applied field research in several public buildings
- Contributed making web designs for institutes
- Assisted conducting usability-test at Het Depot van Museum Boijmans Van Beuningen



**Jaaf Design | Interaction Design intern**  
**[2020]** Amsterdam, NL

Amsterdam based information design agency. Turning complex information into visual designs.

- Contributed doing web designs for clients within the public sector
- Illustrative work supporting infographics and web designs
- Infographical work

**➤ ADDITIONAL EXPERIENCE**

**Student Asisstant | Amsterdam University of Applied Sciences (AUAS)**  
**[2019-2020]**

As a student at AUAS, I supported students from Communication and Multimedia Design study by providing feedback and guidance on course content.

- Assisted professors grading first-year students for project assessments
- Supported with feedback and technical support during web development course
- Helping out during the introductory week of first year students

**🎓 EDUCATION**

**Amsterdam University of Applied Sciences (AUAS)**  
**[2018 - 2022]** Bachelor of Applied Science

Communication and Multimedia Design

CMD is a multidisciplinary study focussed on developing digital products, UX/UI design and interactive technologies. My focus shifted throughout the studies, from web development to UX design.

**Amsterdam University of Applied Sciences (AUAS)**  
**[2021]** Minor Applied Game Design

Explored a new niche within design through this minor. Learned applying game design principles and theories, building games in C# and Unity. Had my first introduction with 3D modelling in Blender and developed my own assets.

**Wismon Onderwijsinstituut [2019-2020]**

Partial certificate for mathematics (analysis and geometry)

To meet the admission requirements for university, I completed a certificate in Mathematics analysis and geometry at the Dutch VWO (pre-university) level.



## SKILLS

### Design

- Branding
- Illustration
- Motion Graphics
- 3D modeling
- Product Design
- UX/UI design

### Toolkit

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Indesign
- Figma
- Blender
- HTML/CSS Web design

### Soft skills

- Communicative through all circumstances
- Collaborating in multidisciplinary environments
- Adaptability and problem solving
- Independent working and taking initiative
- Structured and detail oriented approach
- Effective time management and prioritization

### Languages

- Dutch (Native)
- English (Fluent)
- Chinese - *hakka/cantonese* (Native)
- French (Elementary)

## CONTACT INFO

### Location

Amsterdam, The Netherlands

### Phone

+31 6 45 64 48 29

### Email

joannlieuw@gmail.com

### Linkedin

[joannlieuw](#)