

STEF F.G. KOLMAN

Coaching | Strategy | Design | Development
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PROFILE SUMMARY

Seasoned creative strategist with a track record for spearheading innovation. Multi-disciplined, thinker and doer with the ability to bridge business, product and customer domains. Entrepreneur with hands on, in-depth experience of 360deg, product lifecycle. Coach and counsel to help navigate best possible proposition and create strong, recognisable voices. Amiable opinionated instigator, driven by result.

QUALIFICATIONS

- 15+ year of experience in strategic, (digital) product/service development
- Acclaimed & Awarded for spearheading – near future – digital communication
- Proven capacity to convey product concepts icw highest levels of executional design detail
- Critically curious provocateur to further & sharpen propositions
- Ambitious self starter, hard worker, quick learner, problem solver, fixer/achiever
- Excellent internal & customer facing communication skills
- Cross domain thinker & practitioner with broad knowledge of today's production processes
- Team player, committed, motivational team leader driven by fun and passion

CAREER SUMMARY

Creative Strategist (free lance / interim) | Stef Kolman, sinds 1967 | 2016 – current
Creative Director (co-owner) | doss B.V. | 2010 – 2016
Creative Director (co-owner) | bliin B.V. | 2006 – 2011
Creative Director | MediaCatalyst Digital Marketing B.V. | 2003 – 2005
Art Director | Your Office Online NYC | 2000 – 2002
Art Director (co-founder) | *KKEP* Total Media | 1995 – 2001

RECENT EXPERIENCE (selection)

VIVIANESASSEN.COM | Viviane Sassen BV | dec 2018 – ongoing

Viviane is one of the most prolific & iconic photographers of today renowned and respected equally for her fine art as for her innovative fashion images. This project focuses on further establishing the artist and her body of fine art work, exhibitions, installations & publications.

- Strategy consultant
- UI & UX design
- Engineering (CMS/html/php/js/css)

THIJMESZAFRANSKA.COM | Thijme & Szafranska | feb 2018 – ongoing

High end creative retouch and post production studio based in Amsterdam run by two millennials who's experience with photographic processing goes back to the happy times of dirty darkroom work. Non-overdosed retouch done with mastery, precision and good taste.

- Strategy consultant
- UI & UX design
- Prototype & Product Development

CLAUSHOLTZ aesthetics | icw Atelier Lasociale | feb 2017 - ongoing

Floor Claus - one of Holland's best known aesthetic doctors - is famous for her subtle, personal approach. These qualities are pursued in CLAUSHOLTZ online presence. A minimal, aspirational branding site, complemented with an authoritative Annex; emanating: trust, knowledge and fact.

- Strategy guidelines & concept
- Brand design guidelines, visual / UI design, prototyping (logo by: Vanessa van Dam)
- Engineering (CMS/html/php/js/css)

THE MIRACLE GARDEN | Elspeth Diederix | jan 2017 – ongoing

The Miracle Garden is an extensive art project by photographer Elspeth Diederix. The Miracle Garden is the outcome of a contest led by Let it Grow – an organisation invested in the proliferation of plants and flowers within the city – and won by Diederix: ‘Develop an artwork for Amsterdam that brings the world of plants and flowers closer to people.’

- Strategy consultant
- User experience design
- Engineering (CMS/html/php/js/css)

BITCOINSOCCER.COM | Thomas van der Wansem | feb 2017 – dec 2017

Helping bitcoin & crypto-transactions maverick Thomas van der Wansem to pioneer a web based, P2P bitcoin soccer betting & chat platform. Fresh, innovative, ScoreGrid based, bet-UX provides fast and addictive BTC soccer gambling.

- Strategy consultant
- Brand, UI & UX Design
- Copy content

LISTEDBLUE.COM | co-founder | feb 2016 – ongoing

Listedblue is a new, exclusive collection of meticulously sourced, hand-made, highly individual objects that have narrowly escaped obliteration. The Collection invokes a renewed sensation of value in a time when our product & production ecosystems are about to disrupt indefinitely. Icw: Martine Stig & Selene Kolman

- Strategy
- Brand, UI & UX Design
- Prototypical development

PRINCE CLAUS FUND | Digital Strategy Evaluation (free lance) | July – September 2015

My contributions presents a review of the Prince Claus Fund digital presence and her claim to being a Network organisation. The context of this report is an evaluation assignment by het Ministerie van Buitenlandse Zaken to Phil Compennolle. This report aims to:

- Analyse how PCF deploys digital technology to further its Networking goals
- Measure the success of the digital presence with regard to its goals
- Identify potential bottlenecks in reaching its goals
- Make strategic & tactical recommendations towards improvements

PROJECTS & ACCOMPLISHMENTS

RIETVELD ACADEMIE Visiting Tutor, Digital Publishing | (icw Atelier Lasociale) | jan – july 2017

Part-time visiting tutor at Rietveld Academy Beeld & Taal department. Helping students navigate their ways in connected publishing in a three-step programme:

- Brief history of the web & connected services
- Eekly publication assignments on diverse platforms
- Help envision and implement department wide online exhibition platform

PIZZA BOTANICA MEDIAMATIC | Pizzaiolo & management | feb – july 2016

Mediamatic restaurant start-up needed a pizzaiolo to man their wood oven. For 6 months - 3days per week -, I helped setup Amsterdam’s first VEGAN pizza restaurant.

- Invent & create 4 custom, botanic pizza recopies: Pizza Nero, Rosso, Acqua & Paradise

- Order and stock management, prepping and cooking
- Management (price calculations, turnover, projections, staffing) of oven output
- Creating restaurant profit centre

OPENCARDATA | Product Owner | 2009 – 2013

Opencardata is a smartphone based safe & efficient drive style gamification application built around a custom - prototypically certified - OBDII vehicle diagnostics data retrieval & processing algorithm. My responsibilities included:

- Securing initial seed funding (€10k) from Digital Pioneers / Kennisland
- Strategy & Proof of Concept development
- Securing co-funding (€750k) from EU / FP7 program
- Author & owner of product development lifecycle (Description of Work)
- PM / PRD / Implementation & UAT task lead
- Wire framing, UX & visual design lead (web & mobile application)

PROJECT COORDINATOR | EU-FP7 Program OCD | 2011 – 2013

As Project Coordinator for the European 7th framework project of OCD, I was responsible for:

- Management of consortium of 4 EU based companies
- Management of project budget (€750k)
- Project Management, integrity & consistency of deliverables
- Chair of consortium Board & General Assembly Meetings
- Reporting & intermediary to EU Commission

ESA BUSINESS INCUBATOR | bliin B.V. & doss B.V. | 2008 – 2011

Both BLIIN and Doss were participants in the European Space Agency (ESA)'s business incubator & technology transfer program. Within these programs, I was responsible for:

- Securing the program contracts (€200k total worth)
- Leading program work plans, timely execution, presentations & approvals
- Primary communication interface between ESA's and own technicians wrt technology transfer

BLIIN YOURLIVE! (co-founder) | bliin B.V. | 2006 – 2011

Co-founder of Amsterdam based start-up bliin.com; live, location based social networking services and "one of 2007's most promising start-ups outside the US" by CNNMoney/Business2.0.

- Securing initial seed-investment (TMG/Ilse/Sanoma), winning additional investment for a
- Brand evangelisation and growth of it's user community
- Lead of 2-6 member development team
- Owning and driving the cross-platform strategy & product development lifecycles
- Author of wireframes, UX & visual design iterations
- Driving partner projects: Heineken, Domino's Pizza, EstrellaSat, KinkFM ao
- Convene & collaborate with patent-lawyers and USPTO

CREATIVE DIRECTOR | MediaCatalyst Digital Marketing B.V. | 2003 – 2005

In this role I directed and developed a team of 10-14 creatives. My primary responsibility included the global Sony Ericsson digital marketing account.

- Direction and development of the creative team of art directors, graphic designers, flash developers, UI developers & copy writers
- Led the design & implementation of SE global consumer portals, intra & extranets
- New business development: World Press Photo, CANON, ABN
- Member of MC management team

PRIOR EXPERIENCE

ART DIRECTOR | Your Office Online NYC | 2000 – 2002
Working in NYC with Paul Meijer / Creatives World Wide.

CO-FOUNDER/DIRECTOR | *KKEP* Total Media | 1995 – 2001
Bureau for art & new media concept, design & development.

AWARDS & ACCOMPLISHMENTS (selection)

- Winner of 2016 Stichting DOEN Pitch with ReMAP
- Media Event of the 2013 European Sustainability Week / Brussels
- Overall winner of the 2010 European Satellite Navigation Competition.
- One of the most innovative mobile applications by Forum NOKIA | 2008
- Silver Spin Award Innovation | Best mobile concept | 2007
- Webby Award nomination for Best Integrated Mobile experience | 2008
- One of the most promising start-ups outside the USA" by CNNMoney/Business2.0 | 2007
- Winner of the 2007 European Satellite Navigation Competition
- Best sponsorship advertising ADIDAS Want to Play, Gold Award, ADTech Awards

GRANTS – STIPENDS ARTS & CULTURE

- 2009 – Gamefonds, ReMAP
- 2003 - Prinds Bernard Cultuurfonds, travelstipend & film Japan
- 2002 - Mondiraan Fonds, travel stipend & film Birma, Myanmar
- 1996 2001 - Diverse stipends, project & workstipends Fonds BKVB
- 1994 - Study Architectural Association London, Fonds BKVB

SKILLS

- Business: models, pricing, metrics, markets, analysis, strategy
- Technology: functional requirements, specifications, prototyping
- Marketing: strategy, value proposition, branding, story telling, UI, UX, visual design
- Presentation: pitcher, linguist, communicator
- Project Management: agile, planning, reporting, budgeting, documentation
- Social: leadership, composure, pressure resistant, influencer, facilitator
- Coding languages: javascript, html, css, php

EDUCATION

- Postgraduate Architectural History & Theory, AA, London, UK (1994)
- Design Academy, Eindhoven, NL (BA, 1993)
- College Noetsele, Nijverdal, NL (VWO, 1988)

LANGUAGES

- Dutch (native)
- English (fluent)
- German (basic)

HOBBIES

Art, business, technology, lifestyle, rowing, pilates, coding & cooking