



PORTFOLIO MERIJN MULDER



PELTENBURG

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ABOUT

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean ultricies mi vitae est. Mauris placerat ultrices sed. Donec eu lobortis sit amet quam. Vivamus intellus et netus et malesuada fames ac turpis egestas.

About section

Donec eu lobortis sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat ultrices sed. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec eu lobortis sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat ultrices sed.

[Home](#) - [About](#)



Introduction

Thanks for downloading my portfolio! On these pages I hope to give you some idea of what I do and how I do it. I'm deliberately keeping it simple, clean and informal, since that's the way I like to do business too.

In short I translate clients briefs into great designs and/or secure, scalable and easy to use (web) applications for individual clients to large corporations. Check out the portfolio and project pages, I'll let the work do the talking...

Cheers,



Merijn Mulder

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PELTENBURG

Web- & Identity design

On the next few pages you'll find a small selection of the 80+ brand and webdesign projects I did over the years. As I prepare more presentations for this portfolio, I will add those as well.

Who knows your project will be featured here too in future!

CVM M VM

Vier
Meppen

Christen
Van
Meyden

UM

M KC



Buch/Hydrok...
rechner
Kontrolle?



$$\left. \begin{array}{l} -2 \\ = \frac{1}{2} \\ = \frac{1}{2} \end{array} \right\} 2$$
$$= x$$



st.Pierre

Client

st.PIERRE (2016-current)

Case

Logo design, website and various promotion and packaging

Notes

Apart from my design business I run a luxury short stay apartment with my mother. The name st.Pierre was based on the st. Peter, patron saint of Leiden and holder of the keys to heaven's gate.

The logo design was based on late-Gothic calligraphy and ornamental iron work on medieval keys.

LUXURY SHORT STAY APARTMENT



st. PIERRE

For bookings or more information contact us via

st-pierre.info and/or +31(0)65 10 20 747



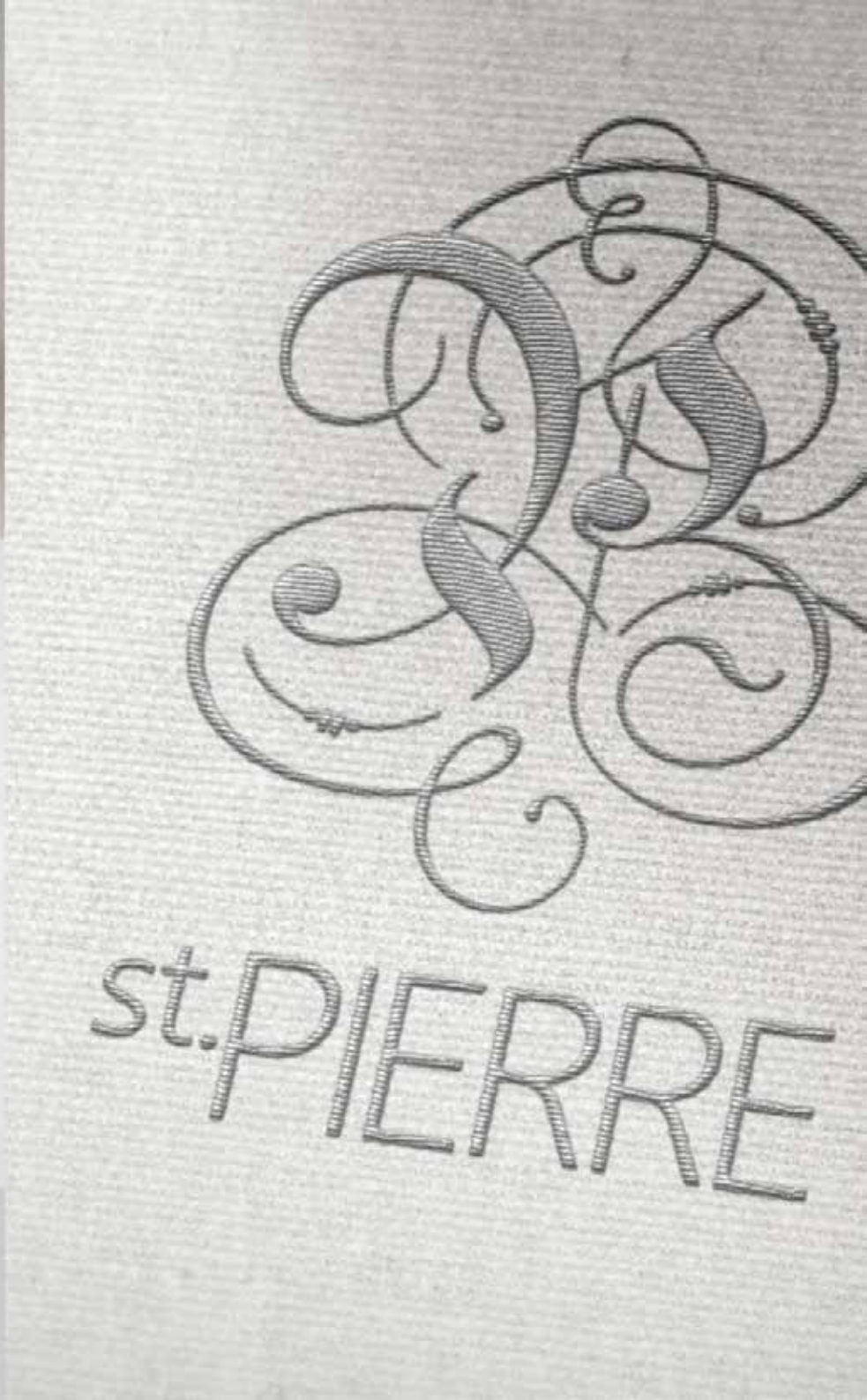
VISA











Blue Island

Client

Blue Island Beach Club, Greece (2018)

Case

Logo design

Notes

Every spring and autumn I plan a little trip to our family house in Greece. During those visits I'm usually to be found at the local beachclub, the blue island.

As a token of my appreciation of their endless hospitality, I offered to redesigned their logo and work with them to improve exposure and brand recognition.



BLUE ISLAND





BLUE ISLAND



Beeldmerk ontwikkeling



Beeldmerk varianten



Typografie



BLUE ISLAND



BLUE ISLAND



BLUE ISLAND





Nautic generation

Client

Nautic Generation (2008-2010)

Case

Logo design, website and various promotion

Notes

Just before the financial crisis hit, I was involved with a start up shipyard building luxury tenders/cruisers. Although there was some branding in place we expanded and build a whole visual language that was even implemented in parts of the architecture of the boats.

Sadly Nautic generation did not survive the crisis. The brand however remains one of my personal favourites.



NG|28

by Nautic Generation

NAUTIC



GENERATION

C





NAUTIC



GENERATION

Pieterskwartier

Client

Ondernemersvereniging Pieterskwartier (2014-2018)

Case

Logo design, website and various promotion

Notes

When I became a member of the Pieterskwartier business club, I could not abide by the existing logo. After consulting with the board I got free reign to redesign the whole identity of the organisation.

After the concept Daan Huet joined me in the project and added some well needed finesse to the final design and especially the typography!



PIETERS
KWARTIER



From



To



Design evolution



Typography

PIETERS
KWARTIER



Sa Font

Client

Sa Font, Ibiza (2018-current)

Case

Website and hotel management system

Notes

During her work on the Sa Font brand Daan Huet contacted me to pitch for their website. As it turned out the project was quite a lot more than just a site and a whole reservation and hotel management system had to be build.

The site features a integrated booking engine and will most likely launch this winter.



Welcome To Sa Font

Enjoy your stay!

Sa FONT
HOTEL RETREAT

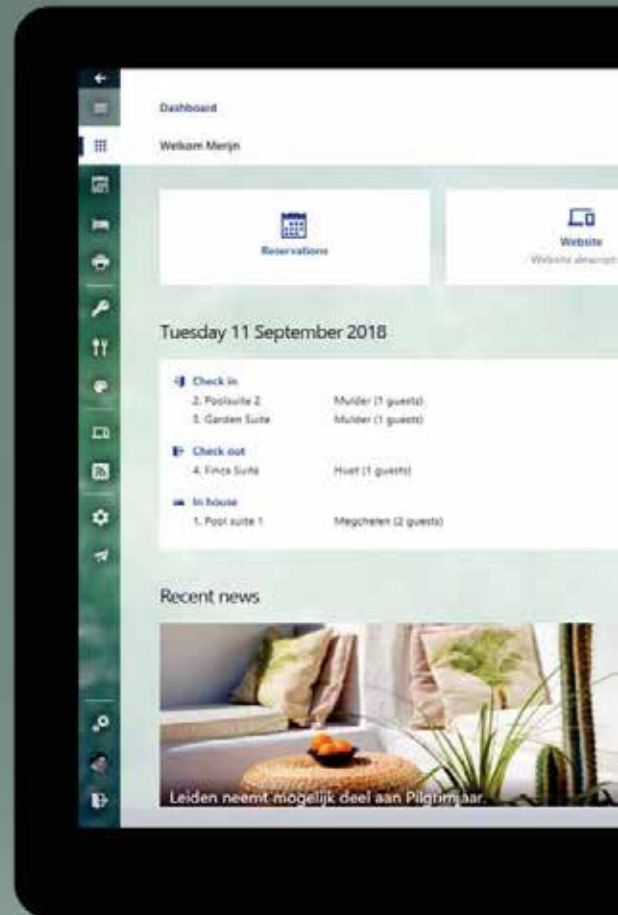
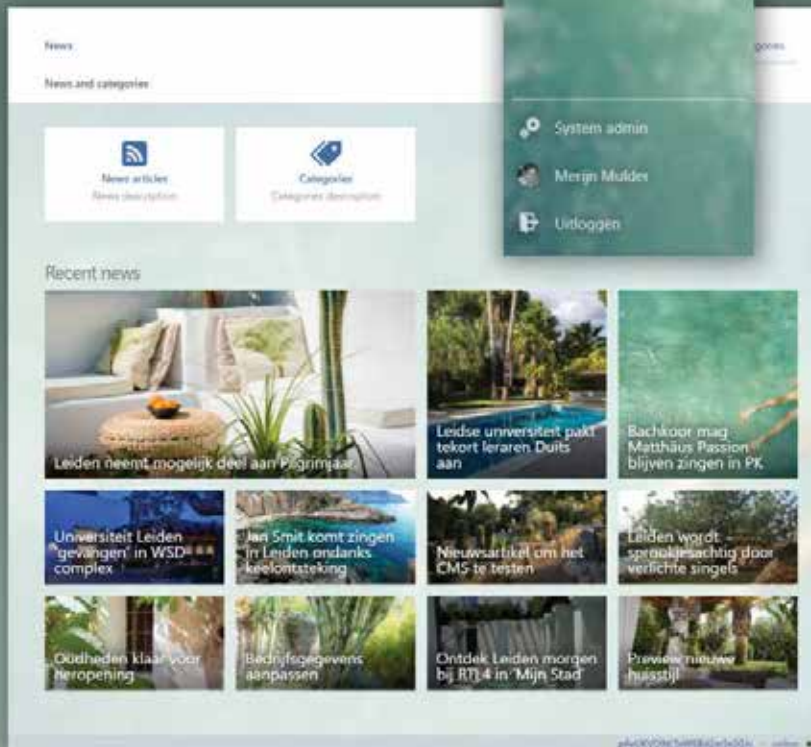
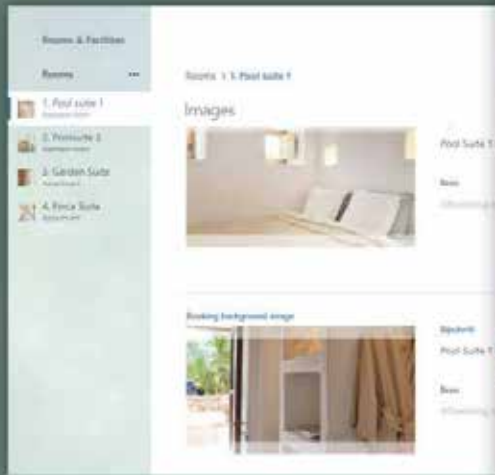
Welcome at Sa Font!

SKIP









VanMegchelen

Client

Christian van Megchelen, lawyer (2014-2018)

Case

Logo design, website and various promotion

Notes

As Chris Van Megchelen decided to go solo after working at some of the most prestigious Dutch law firms, he came to me for a strong and confident brand for his new firm.

Working closely with Chris and also getting Daan Huet involved in the concept fase, we came to a simple but powerful brand. Especially the color choice was a challenge. Typical colors associated with lawfirms were to be avoided, but much deliberation a cool lime color was chosen.



Noordman hout

Client

Noordman hout (2010)

Case

Rebranding

Notes

When I was asked to pitch for a new website for Noordman hout, I added some sketches of a possible rebranding to stand out in the process. That clearly worked as the following months we actually expanded on that initial concept and reexamined the whole brand.

Maintaining the brand yellow and the three points that made the recognisable roofline of the original sawmill, we freshened up the whole design and typography







INVENTORY LIST

Description of Item (include make and model number)	Serial Number	Date Acquired	



RE: [redacted]

To Whom It May Concern:

It was a privilege to work with Lily [redacted] Properties Inc. During this time, she was [redacted] Acquisition Team as their Executive Assistant. [redacted] hard working team player who always goes above and [redacted] does whatever it takes to resolve a problem.

Lily has extraordinary communication skills, and is an individual who demonstrates [redacted] highest professionalism and integrity. She is very organized, [redacted] knowledge and diligent about resolving and assisting colleagues with any issues that arise.

Lily was an asset to our Land Acquisition Team and our company as a whole. I wholeheartedly recommend Lily for a position with your organization and wish her all the best in her future endeavors!

Please feel free to contact me with any additional questions, at (305)794-0190.

Sincerely,

Gloria Maria Torres
Avatar Properties Inc.
IT Helpdesk Supervisor / DDE CNC Administrator / System Security Officer
Coral Gables, Florida

Flanderijn Scheerartikelen

Client

Kapper Eric, scheerwinkel.nl (2003-current)

Case

Brand identity and webshop design

Notes

After having built the website for my local barbourshophop back in 2003, the owner 'Kapper Eric' decided to set up a webshop for shaving equipment and related articles.

Because of the classic style of his barbourshop I designed a logo based on nineteenth century illustrations with classic typography, offsetting the busy logo with quiet subdued colours.

The design was rolled out as branding for both part of his actual shop and his whole online pressence. An updated site design is in the works...




Flanderijn Scheerartikelen

COFFEE
Special Reserve



HOME | ABOUT

Willen Marken - Scherartikel - Accessoires - Haarschneidung - Dorsen - Klantenservice

SCHERWINKEL

Kandalfstrasse 77
2270 Tiel
Tel: +31 (0) 20 66 11 00
Tel: +31 (0) 20 66 11 00
info@scherminkel.nl
www.scherminkel.nl
+31 (0) 20 66 11 00



Taylor of Old Bond Street
Start - Marken - Taylor of Old Bond Street

Wanneer de wijzen buchten van zich op, kwam
ik met 'A' en de wereld veranderde. Daarom
is 'A' niet alleen een letter, maar een manier van denken.
Het is de manier waarop we de wereld zien en hoe we erin
voel. Het is de manier waarop we de wereld zien en hoe we erin
voel. Het is de manier waarop we de wereld zien en hoe we erin
voel.






Consultancy and application design

On the next few pages you'll find a small selection of the many consultancy, project management and application design jobs I have done. As I write more presentations for this category, I will add those as well.

Who knows your project will be featured here too in future!



PELTENBURG

BOEKEL DE NERÉE

Boekel De Neree

CONSULTANCY AND PROJECT MANAGEMENT

Brief

Just days before launch I was approached by one of the Boekel De Neree partners with worries about the quality of their new website. A poorly written brief in combination of lack of in-house specialist knowledge and an out of control budget were indeed a good reason for concern...

Solution

Taking control of the project I immediately postponed the launch and reestablished communication lines between the firm partners, their internal IT, HR and marketing department. After getting all parties involved 'on the same page' we set a new budget and decided to fire the design firm. In combination with internal marketing staff came up with a new design and found a reliable development company. The new site launched successfully with a six months and within the new budget.





Sa Font Ibiza Retreat

CMS WITH HOTEL ADMIN/RESERVATION PLATFORM

Brief

Via Daanid I was asked to design a website for a start up hotel on Ibiza. Due to the owners lack of experience in the hospitality branch, it turned out there was no solution in place for reservations, F&B orders or administration...

Solution

During several conversation we fleshed out the brief and decided on a custom made fully integrated online platform. Connecting my in-house CMS with extra specially build reservation, administration and F&B modules, I was able to roll out an application that allows the owners to securely keep track of orders, reservations, invoicing and internal administration, while guest can order drinks and communicate with staff via ipad that are available on in room iPads.



DE BRAUW
BLACKSTONE
WESTBROEK

De Brauw

INTRANET WITH CMS AND DOCUMENT MANAGEMENT

Brief

When, back in 2003 I was hired at De Brauw to help with some maintenance on their intranet, I was surprised to find that there was no real document management policy and many sections of the firm were really protective of their knowhow and sharing it was not part of office culture.

Solution

I took the initiative to write a proposal to improve the situation. After approval and writing quite a few strategic documents, we partnered with IBM and Microsoft to get the IT infrastructure set up and instituted a cross-discipline editorial board. In following two and a half year we implemented a solid internal workflow, a CMS run beautifully branded intranet with integrated Sharepoint document management and several custom made learning and development tools.





Orah verzekeringen

PLANNING AND SCHEDULING TOOL

Brief

As happens often in large corporations, there is a lot of legacy software and less than ideal solutions. At Ohra there were two people responsible for the XLS sheets which took care of staffing and schedules. As the XLS took about two hours to 'render' after each change, something clearly needed to be done. The budget was minimal, so the solution quick and dirty.

Solution

My solution turned out quite simple. Getting access to the Ohra intranet I was able to write a couple of PHP scripts which processed the data from an upload of their XLS sheets. The scripts generated the output XSL sheet as a download. This way I reduced the processing time from about two hours to under two minutes. The two schedulers were transferred to do a more productive job.

OHRA





TSN Thuiszorg

CALLCENTER CALL-TRACKING PLATFORM

Brief

Because of internal miscommunication on licencing of call center software, TSN was looking for a quick and dirty in between solution. When I was approached to look into this it was clear that a tailor made solution might actually be the best way to go forward...

Solution

After getting a clear picture of what were the demands, I wrote a proposal for a custom solution. After fine tuning and approval I designed and developed an application that tracked calls from first line response to final closure of the call. The platform ran securely on the TSN intranet with a small footprint and included interfacing and tracking of calls on three response levels, a knowledge base for call center workers and a whole array of statistical and management tools.

tsm

Thuiszorg



OV Pieterskwartier

CMS WITH ONLINE COMMUNITY PLATFORM

Brief

Sometimes the brief is easy: You get to write it yourself. As I was already a sponsor I offered to redesign and expand the online presence of my local business club to my own specifications.

Solution

As a sponsored side project I (over several years) designed and developed a website with a members backend, presentation pages for all members and extensive google maps integration. Features of the platform included a fully scalable CMS with multi level access, article and agenda publishing workflow with editorial control, in-line editing for member pages, a mailchimp-like newsletter module and full social media integration.





Naviva Kraamzorg

CALLCENTER CALL-TRACKING PLATFORM

Brief

Word of the application I wrote for TSN spread in the call center world and Naviva Kraamzorg came to me for a similar solution. As Naviva was the result of a recent merger, a flexible new platform had to be developed and data from several different legacy platforms imported.

Solution

After analysis of the legacy platform and their data, budget restrictions in the end dictated that we did not go ahead with importing that data and just connect the new platform to the client database that had been synchronised. Just like the TSN platform, Naviva featured call-tracking over several levels and departments, a knowledge base for call center workers which was also accessible from the Naviva website and of course many statistical and management tools.





ESC Bright conference

CD-ROM STAND-ALONE CV DATABASE

Brief

Back in 2004 smartphones and fast internet were not as common as today. As the ESC (European Student Conference) came to Leiden, the organisers wanted to offer an offline stand alone CV database with participants to its sponsors. It should be fully searchable and run from a CD-rom...

Solution

Running a database from a CD-rom turned out quite a challenge. The solution finally came in an executable Macromedia Flash file than ran directly from the CD drive. With that problem solved I designed a simple interface and stored the CV data of the participants in a searchable XML format. The application was done weeks before the deadline and well within budget.



Clients



DE BRAUW
BLACKSTONE
WESTBROEK



Stibbe



STvB
DUTCH CARIBBEAN
LAWYERS

van Lier



NVAG



Bird & Bird



PIETERS
WARTIER



BDstudio





Freetime Warrior

de BUITENSPELERS



ZUENO BEACH



JANN



deepthought



DI PECORA

WESSEL



SA FONT

WEE NETHAL



BROEKHOF



vanhoogdaleoffset



Jobb
De Buisserie



Hudson
Continental

FERMENT



GREEN LEAF



eganteo



HAZENBERG



CRE

Actis Advies



Van der Laan



Boston



Clintenaad Lorenzhof



KINGRIJN
VAN DER LAAN



SOURCE GROUP

greece



BOUNDS



PSCONLINE



DÉPÉ

BRIGHT



BEERKAPALON

MEDIA MONITOR



SGL



Toussolpa



ECLAMYAN

laatz.nl

DRM



TASCO



Navita

Contact me





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PELTENBURG

umbivosexual. umami enamel
pin. regen pop-up

ugh swag selfies cray waistcoat yr lo-fi. Man bun
enamel gin. Glossier unicorn polaroid adaptogen
kitten y. Cardigan iceland polaroid +1 four de
de. green juice heezagon small batch truff
dosing hashbag lyft. Pabst beard truff
umami ramps vinyl lumbersexual

Leqjings biodiesel 3 wolf
fire-edge vice enamel
knatingard, yucca
heard of them w

quinoa. s
gloss
w

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Lotem igram
c9d-19e



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THANK YOU FOR VIEWING MY PORTFOLIO



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