



Digital Creative Team
www.edwardenroy.nl

A creative team born in the digital wilds and raised in a networked culture. Obsessed by humans we thrive to create value and to create ideas people love to be a part of. Impactful ideas derived from a strong brand story with relevance for the audience and the brand.

PERSONAL DETAILS

Edward Henry van der Veen
01-03-1982, Seoul, South-Korea

Roy L.M.J. Frencken
09-09-1981, Weert, The Netherlands

Dutch

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KEYWORDS

team

Advertising, digital, interactive, concept, digital strategy, innovation, interaction design, digital copy, art direction, branding, activation, but above all passionate and perfectionists.

CLIENT EXPERIENCE

team

ABN AMRO, De Bijenkorf, Auping, KPN Het Net, Randstad Holding, Mona, E.ON, Nuon, Plus Supermarkt, Blue Band, Delta Lloyd, KNGF Geleidehonden, Atout France, Stivoro, De Zuivelhoeve, Paccar Parts, Movies that Matter Film Festival, Upload Cinema, Pensioenfederatie, Het Financieele Dagblad.

WORK EXPERIENCE

team

Selmore/Selmore Lynx
Amsterdam, 01/06/2010 - 31/07/2013
Interactive Creative Team
www.selmore.com

Draftfcb
Amsterdam, 01/01/2008 - 30/05/2010
Interactive Art & Copy
www.draftfcb.nl

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Pop the Campaign
Amsterdam, 01/04/2011 - 30/09/2012
Blogger at a Dutch digital advertising platform
www.popthecampaign.nl

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E-factory
Roermond, 01/06/2002 - 30/09/2003
Interactive designer
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PROJECTS

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AdWall, Multi-Touch Advertising, Self-initiated *Amsterdam, 2008 - 2009*

Creative lead and research and development of a (prototype) multi-touch wall for advertising purposes.

Tune In TV, Self-initiated, Graduation project *Hilversum, 2008*

Lead developer for Tune In TV, a social and intuitive Television Application. With an Electronic Program Guide fed by a social network and personal interests.

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Shadow Mansion, Philips Homelab *Hilversum, 2008*

Creative lead for Shadow Mansion, a multiplayer multitouch table-top game for the Philips Entertaible

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Straatbeeld, Graphic Design Museum De Beyerd *Hilversum, 2008*

Concept & Design for an interactive 'teaching kit' for children about graphic design

INTERNSHIPS

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USSR Media

Amsterdam, 01/02/2006 - 01/06/2006
Concept & Visual Design
www.ussr.nl

AbFab Multimedia

Amstelveen, 01/09/2001 - 31/05/2002
Interaction Design & Web Design

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The Village motiongroup

Eindhoven, 01/02/2006 - 30/06/2006
Motiongraphic designer
www.twisted.nl

E-factory

Roermond, 01/09/2001 - 31/05/2002
Interactive designer

EDUCATION

team

Master of Arts in Digital Media Design

Utrecht School of the Arts, Hilversum, 2006 - 2007
This program is accredited by the Open University of London
emma.hku.nl

Bachelor of Arts in Digital Media Design

Utrecht School of the Arts, Hilversum, 2003- 2006
www.hku.nl

Undergraduate in Graphic Design (1 semester during exchange)

London Metropolitan University, London (UK), 01/09/2005 - 01/02/2006
www.londonmet.ac.uk/jcamd/

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Cibap

Zwolle, 2000 - 2003
Advertising & Multimedia Design
www.cibap.nl

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SintLucas

Boxtel, 1999 - 2003
Communication & Design
www.sintlucas.nl



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AWARDS & NOMINATIONS

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2011, SpinAwards Nomination (Games)
De Maffe Lijst for de Bijenkorf.

2011, IMC European Awards Gold (Retail or Trade Marketing)
De Dwaze Rij for de Bijenkorf.

2011, IMC European Awards Silver (Digital Communication)
De Dwaze Rij for de Bijenkorf.

2011 SAN Accent Nomination (Integrated Communication)
De bank anno nu for ABN AMRO

2011, Esprix Bronze (Retail)
De Dwaze Rij for de Bijenkorf.

2010, SAN Accent Nomination (Retail)
De Dwaze Rij for de Bijenkorf.

2010, SpinAwards Nomination (Social Media)
De Dwaze Rij for de Bijenkorf.

2009, EUROPRIX Multimedia Awards 09 Quality Seal (Interactive Installations)
AdWall, Picnic 2008 social conference map for Picnic Conference.

2008, Virtueel Platform HOT100 Talents
Selected in the HOT100 Talent pool.

2009, SAN Accent nomination (Fast Moving Consumer Goods)
Blue Band Voedingscheck.

2008, EUROPRIX Mulitmedia Awards 08 Nomination (Interactive DVD)
Straatbeeld for graphic design museum De Beyerd.

2008, EUROPRIX Mulitmedia Awards 08 Quality Seal (Interactive TV)
Tune In TV, self initiated project.

2006, VORMATOR Design Contest winner
Published in Vormator Elements of Design.
BIS Publishers, ISBN: 978-90-6369-197-4