

# KAT JA VAN HET BOLSCHER



My name is Katja van het Bolscher, and I am an experienced design professional. Both as a person and as a designer and brand developer, I am curious, engaged, and solution-oriented. As a child, I loved inventing my own games, building dens, and playing “shop.” In many ways, I still do the same today: creating, building, and shaping ideas into meaningful experiences.

As a specialist in branding, marketing, and design, I help organizations clarify their positioning and develop with a future-focused mindset. I particularly enjoy guiding transitions — from vision development and positioning to brand identity and communication — with a strong focus on experience, hospitality, and brand consistency.

With extensive experience in brand and identity development, I have worked with a wide range of retail, leisure, and service-oriented brands. In these projects, I developed brand strategies and communication concepts that are not only visually strong, but also genuinely connect with their audiences.

I enjoy translating brand identities into distinctive and consistent guest experiences: from positioning and visual identity to both online and offline communication. I believe a strong brand goes beyond design alone; it lives in the details, in every interaction, and throughout the entire customer journey. That is where true differentiation (and the magic!) happens.

As a creative connector and conceptual design thinker, I enjoy taking ownership of a brand and shaping it together with a team. In my current role, I help organizations define the true essence of their brand while facilitating brainstorming, strategy sessions, and design workshops. I work closely with teams to uncover what makes a brand truly unique — and how that uniqueness can be experienced by guests.

I am used to leading large-scale projects within tight deadlines and budgets. Colleagues and clients describe me as committed, inventive, and decisive. I combine analytical thinking with creativity and balance a results-driven mindset with a pragmatic approach. I stay attuned to trends and innovation, while remaining grounded in daily practice and guest expectations. I enjoy refining the details without losing sight of the bigger picture.

For me, design quality, meaningful results, and collaborating with inspiring colleagues in a positive and supportive team environment are essential.

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# Curriculum VITAE

KATJA VAN HET BOLSCHER

## WORK EXPERIENCE

- Period. January 2017 - present  
Position. **Independent freelancer / marketing & design agency owner**  
Organisation. **Creating Brands, strategy and design agency in Haarlem**  
Job activities. Creative, strategic and financially responsible on all accounts.
- Period. December 2024 - January 2026  
Position. **Designer & retail communication specialist - freelance**  
Organisation. **Intratuin, gardening centre in Woerden**  
Job activities. Responsible for vision development, formula development, rebranding, marketing, corporate identity and storytelling.
- Period. December 2023 - February 2026  
Position. **Store & retail communication designer - freelance**  
Job activities. **Hoogvliet Supermarket in Bleijswijk**  
Responsible for brand development shop-in-shops, retail communication, packaging design, retail design and brand guidelines
- Period. November 2022 - September 2023  
Position. **Brand director and strategic designer - freelance**  
Organisation. **Appeltern Adventure Gardens in Appeltern**  
Job activities. Responsible for strategic visioning, rebranding, product development, parc signage, corporate identity & webdesign concept.
- Period. September 2020 - July 2024  
Position. **Brand director and strategic designer - freelance**  
Organisation. **Ambacht, office rental and service hospitality concept in Velsen-Noord**  
Job activities. Development of a startup brand concept for a disruptive real estate formula. Strategy, visual identity and online marketing communication. From exterior and web design to product development all-in subscription structure.
- Period. December 2019 - December 2021  
Position. **Brand & store communication designer - freelance**  
Organisation. **Ranzijn tuin & dier, retailformula garden and animal in Alkmaar**  
Job activities. Formula Positioning, Brand Refresh. Retail communication and design concept pilot store Alkmaar. Brand manual and Private Label further development.
- Period. April 2019 - June 2022  
Position. **Projectmanager Roll-out Manual - interim**  
Organisation. **Basic-Fit, international gym brand in Hoofddorp**  
Job activities. Set up roll-out manuals with all guidelines and regulations for club signing, communication, materialization and finishing. The objective of this is building sports clubs as consistently and (cost) efficiently as possible.
- Period. October 2020 - December 2020  
Position. **Brand strategist and designer - freelance**  
Organisation. **Elfi, real estate Amsterdam (at the time Velsen Vastgoed)**  
Job activities. Organization hackathon and concept development repurposing St. Josef church

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## WORK EXPERIENCE

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- Period. February 2020 - June 2020 (currently working for them again)  
Function. **Retail branding specialist and designer - freelance**  
Organisation. **BLOEM! Flower retail formula in Amsterdam**  
Job activities. Brand Refresh, visual storytelling, store communication concept and design.
- Period. June 2017 - June 2020  
Function. **Retail branding specialist and designer - freelance**  
Organisation. **ERA Contour, real estate developer in Zoetermeer**  
Job activities. Brand development for the Warehouse (showroom 2.0 in Rotterdam)  
Brand concept with pay-off, retail communication concept and design, exterior branding and signing, brand brochures, website and brand manual.
- Period. October 2019 - December 2019  
Function. **Retail branding specialist and designer - freelance**  
Organisation. **Ranzijn Dierenarts, retailformula- and veterinary practice in Alkmaar**  
Job activities. Responsible for the Brand Refresh and the store communication concept and design pilot store Alkmaar.
- Period. June 2019 - October 2019  
Function. **Branding specialist and designer - freelance**  
Organisation. **Collo architects in Santpoort-Noord**  
Job activities. Rebranding, visual identity, marketing communication and webdesign.
- Period. March 2019 - June 2019  
Function. **Brand strategist - freelance**  
Organisation. **Care Group Noorderboog in Meppel**  
Job activities. Brand strategy for rebranding and brand positioning, by the self developed Brand Profile Scan en Brand architecture workshop
- Period. September 2018 - February 2019  
Function. **Branding Specialist & Retail Interior Designer - freelance**  
Organisation. **Haarlem Samen!, information shop for all voluntary commitment Haarlem**  
Job activities. Branding Specialist and Retail Interior Designer
- Period. September 2018 - December 2018  
Function. **Brand strategist and designer - freelance**  
Organisation. **Savitae, First Aid & BHV training in Almere**  
Job activities. Rebrandig strategy, Naming, Design Workshops. Corporate identity, Marketing communication concept and web design.
- Period. September 2018 - February 2019  
Function. **Creative director - interim**  
Organisation. **Bereikmeer.nl, online marketing communication agency in Amsterdam**  
Job activities. Founding disruptive online marketing communication and responsible for branding and marketing, brand identity and web design. Leading design studio.

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## WORK EXPERIENCE

- Period. 2016 -2017  
Function. **Founder and owner**  
Organisation. **Magnesium.shop, webshop magnesium flakes**  
Job activities. Founding, creation and purchase of own webshop. Corporate identity and web design. Branding and design private label and design packaging
- Period. 2010 - 2016  
Function. **Concept Director Retail Design - fulltime**  
Organisation. **SVT Branding & Design Group, retail strategy and design agency in Amsterdam**  
Job activities. Brand strategy, concept development and design retail formulas. Product development new models, methods and workshops for brand analysis and acquisition purposes. Leading the design studio: creative guidance, budgeting, scheduling and occupancy. Account responsible: creative, financial and project-based.
- Period. 2000 -2010  
Function. **Senior Concept designer - fulltime**  
Organisation. **SVT Branding & Design Group, retail strategy and design agency in Amsterdam**  
Job activities. Brand strategy, concept development and design retail formulas. Food, Non food and Service retailing.
- Period. September 2002 - Mei 2003  
Function. **Teacher Graphic designer - sideline activity (evening school)**  
Organisation. **Graphic Media Institute in Amsterdam** (today GMI Designschool)  
Job activities. Teaching Graphic Design
- Period. 1997 - 2000  
Function. **Graphic designer - fulltime**  
Organisation. **Total Design, strategy and design agency in Amsterdam**  
Job activities. Concept development and design corporate identity's.
- Period. 1997  
Function. **Graphic designer - internship**  
Organisation. **VBAT, strategy and design agency in Amsterdam**  
Job activities. (Assiting with) concept development and design corporate and retail identity's
- Period. 1996  
Function. **Graphic designer - internship**  
Organisation. **Dedato Designers & Architects in Amsterdam**  
Job activities. (Assiting with) concept development and design retail identity's

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## TRAINING & EDUCATION

Period.	2024 - 2025
Education.	Fine arts & autonomous painting
Scholing.	Art academy Haarlem
Period.	2022
Training.	Facilitator training - CRKBO certified
Institute.	Brain Fuel
Period.	2021
Congress.	Fans Love Brands
Institute.	Retailtrends
Period.	2019
Congress.	Q & A Retail Outlook Event
Institute.	Q & A Retail
Period.	2017 & 2018
Workshop.	Philosophy 'Art of conversation' & 'Refresh your thinking'
Institute.	The School of Life
Period.	2015
Training.	Visual Thinking Workshop
Institute.	Drawings Boys
Period.	2014
Training.	Acquisition training - incompagny
Institute .	The Exchange Masters
Period.	2013
Training.	Language training 'Seeing visually or linguistically'
Institute.	Seminars Pakhuis de Zwijger by Pieter Adriaans
Period.	2008
Education.	Nyenrode Business University
Scholing	Topcolleges Retail Management Study Center prof. drs. Rob van der Kind, Ron Cijs, drs. Wijnand Jongen, Michel van Tongeren, prof. dr. ir. Kitty Koelemeijer and prof. drs. ing. Henk Gianotten.
Period.	between 1999 and 2007
Education.	Design Management training   Presentation training   Communication training   Project work & management training
Scholing.	Professional association of Dutch designers in Amsterdam (BnO), COCD & Faktor
Period.	1992 - 1996
Education.	Graphic & typographic design HBO Bachelor's degree
Scholing.	Higher professional education (HBO), Royal Academof of Arts in the Hague
Period.	1985 - 1992
Education.	Pre-university education, Atheneum Completed studies (no degree)
Scholing.	Lyceum Santa Maria in Haarlem

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## SIDE ACTIVITIES

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Period. 2019 - present  
Activity. Membership networkorganisation for connection, knowledge and inspiration.  
Organisation. Rotary Haarlem East (before that Kula Society Amsterdam & ASET Haarlem)

Period. 2016 - 2018  
Activity. Career Mentor  
Organisation. Nationale Vacaturebank (National Dutch Job Bank)

Period. 2015  
Activity. Jurymember Dragons' Den 'Retail & Shoppingcentra'  
Organisation. Hogeschool Holland te Amsterdam

Period. 2010  
Activity. Student counseling portfolio reviewing  
Organisation. Professional association of Dutch designers in Amsterdam

Period. 2002 - 2003  
Activity. Graphic Design teacher (evening school)  
Organisation. GMI Designschool in Amsterdam

Period. 1996  
Activity. Admission committee Graphic Design  
Organisation. Royal Academof of Arts in the Hague

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## PROFILE

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- **Action-oriented.** When can we get started?
- **Personalization.** The unique qualities of people fascinate me.  
I dislike generalizations, characterizations or grouping people.  
The key to building a good team is that each team member has the gets the right role so that everyone can do what they do best.
- **Empathetic.** I sense people's emotions well. I hear the unspoken questions and have a premonition of the need.
- **Maximization.** Excellence, not mediocrity is my benchmark. If I a have discovered a powerful idea, then I will cherish it, perfect it and polish the pearl until it shines.
- **Ideation.** I like to discover elegantly simple concepts among a complex one surface. I am constantly looking for connections and looking at the world please from a different angle. I like original ideas because they can be profound, renewed, because they clarify, because they are contrary or because they are allowed to be bizarre.

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\* Source: Gallup Strengthfinder

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# Curriculum VITAE

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## LANGUAGE SKILLS

- Dutch. Native
- English. Fluent
- German. Intermediate
- French. Intermediate

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## HOBBY'S & SPARE TIME

Nature swimming | Hot Yoga | (Trail) Running | Beach & Dunes | Body Pump | Supping | Breathing Meditation | Dancing | ADE | Canoying + rafting + ziplining | Interior Design | Friends & Wining & Dining | Reading & Podcasts | Art & Culture | NRC & Volkskrant |

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## PORTFOLIO



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## ADDITIONAL INFORMATION

- Date and place of birth March 12th 1973 in Haarlem.
- Driving license and car.
- Program control: Microsoft Office: Word, Powerpoint and Excel.
- Program control: Adobe Creative Suite: Keynote, Indesign, Illustrator and Photoshop.
- Program control: Mailchimp, Wix and Canva
- References available upon request.

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