



MEREL BEKKING

Designer and Creative
Project Manager

WORK EXPERIENCE

Independent Product Designer and Artist | Merel Bekking Design

2012 – present

Run all aspects of my independent design studio, such as business development, budget, marketing, social media strategy and sales and have guided interns from technical and art backgrounds.

- Successfully developed several product lines and sold in 10 different countries.
- Fruitfully collaborated with (social)labels like Sweatshop Deluxe and Project Ability on the development of new product lines.
- Written bids for several applications and honoured with multiple grants, from the creative industries funds NL and one from the ESRC.
- Selected for public commissions by STAMP Caernarfon and shortlisted for Utrecht in Vorm by the KF Heinfonds and successfully executed several private commissions.
- Three very successful Artist in Residencies with Project Ability (2020), with the Psychology department of Bangor University (2017) and with CALL CIC, Llandudno (2017)
- Exhibited work (inter)nationally and in different settings, from big design fairs, museums and group exhibitions to a solo show. Selection: New Glasgow Society (solo show), Dutch Design Week, Ventura Lambrate, OBJECT Rotterdam, Museum Arnhem.
- Given presentations and lectures about my work at a variety of worldwide design manifestations, think tanks, conferences, art schools and public events. Selection: Victoria & Albert Museum London, Inside Festival Singapore, University of the Arts Utrecht, and Drivers Interactive Business Event ABN AMRO.
- Extensive (inter)national media experience as my work is discussed and highlighted in newspaper articles to tv and radio interviews. Selection: Dezeen, BBC Wales, Core77, Motherboard Vice, Volkskrant, NRC, and many others.

Team Leader | Scottish Design Exchange

2018 – July 2020

As one of the managers of a fast-growing art and design gallery I oversaw the day to day aspects of running the shop like high-quality customer service, general representation, and admin and I was dedicated to the improvement and development of the physical store and its concept.

- Liaise with over 180 artists about delivery and display of their work.
- Organize network meetings, business workshops for participating artists.
- Provide direct advice about product development, price-points, presentation and other queries for artists which often resulted in better developed product ranges and higher sales.
- Co-development of efficient and comprehensive user-manual for participating artists.
- Development and set up of a quality control team.
- Training and guidance of staff.



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PROFILE

I am a trained product designer with a passion for creative social enterprises and using my skills to help others. I have over 8 years of business and organizational experience by running my own independent design studio. My strength lies in identifying interesting stories and giving them form so they can be shared others. Having worked in The Netherlands, South Africa, Wales and Scotland I have grown to be even more creative, flexible and proactive as every in new location I had to adept to new cultures and challenges.

COMPETENCIES

Problem solving
Patient
Detailed
Pro-active
Intuitive

Engaging
Energetic
Authentic
Inventive
Collaborative

EDUCATION

Hogeschool voor de Kunsten Utrecht

2007 – 2011

Bachelor of Design, Product Design - HBO Diploma

Design Academy Eindhoven

2005 – 2006


Bachelor of Design


LANGUAGES


Dutch (Native)


English (Fluent, lived 5 years in English speaking countries)


COMPUTER


MS Office 


Photoshop 


Illustrator 

InDesign 

Acrobat 

Zoom 

World Press 

Google Drive 

INTERESTS

Social entrepreneurship, Art history, Outsider Art, Fermenting foods, Palaeontology

Consultant / External Advisor | Merel Bekking

2013 – present

Responsible for bringing about change in existing organizations. In various forms this has been done for, amongst others, Project Ability, Bangor University, the University of the Arts Utrecht and Utrecht Development Board.

- Provide an outsiders and/or design-expert view on established organisations.
- Discover and implement new revenue opportunities within existing brands or organisations.
- Research and develop new product lines that fit within a brands' capabilities.
- Establish new collaborations.

Design Scout | Sweatshop Deluxe

2015

Responsible to bring in new talented designers that would fit within the identity of, and would contribute to, the social design label Sweatshop Deluxe.

- Gauge and investigate if certain designers would match the brand
- Approach designers and studios, connect them to the brand and mitigate during exploratory meetings.
- Represent Sweatshop Deluxe during formal and informal settings

TRAINING

Good Ideas Academy | 2019 – 2020

An incubation programme by The Melting Pot Edinburgh that leads people with an idea through a journey of camps, classes and coaching to the launch of their social venture.

Driving Dutch Design | 2013 – 2014:

Catalyst program by ABN AMRO, BNO and Capital D to help driven designers to take the next step in their creative entrepreneurship.

VOLUNTEERING

Project Ability | 2018

Assisting adults with learning disabilities during their weekly sessions in the art studios as an Art Tutor. – Glasgow

Glasgow International Festival | 2018

Organizational Assistant and Runner during the largest festival for contemporary visual art in Scotland. – Glasgow

Storiel Museum | 2017

Provide information to visitors and help with set-up and take-down of exhibitions as Museum Assistant. – Bangor

Design Indaba Congress | 2016

Support and guide speakers during Design Indaba's flagship Congress as a Presentation and Speaker Assistant – Cape Town