

OBERON

CREATES / DESIGNS / DIRECTS



I am a multidisciplinary Creative Director who blends design, strategy, psychology, and storytelling to help people and brands express who they are with meaning, clarity and impact.

With over twenty years of experience across global brands, emerging labels and institutions, I specialise in crafting powerful visual worlds, identities and thoughtful narratives that express who a brand truly is.

My background in analytical profiling, coaching and lecturing gives my creative work a human-centred foundation: I design with intention, direct with clarity, and always seek to understand the “why” before shaping the “what.”

Whether developing identities, building collections, or mentoring future creatives, I bring depth, structure, and a passion for work that feels both authentic and impactful.

WHAT I DO:

- Creative & Design Direction
- Brand Identity & Brand Strategy
- Graphic & Visual Design
- Apparel Graphics & Print Development
- Analytical Profiling & Insight-Driven Strategy
- Lecturing, Mentoring & Coaching

Yes, let's connect!

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oberon@oberon.ooo

 oberon.ooo
 oberon kok

I've collaborated with world-renowned brands across fashion, sportswear, lifestyle, and design education helping them refine direction, elevate design languages, and create visuals that resonate with real people.

ONEMANSHOW



automobili
Lamborghini



TOMMY HILFINGER

asics



V&D

SCOTCH & SODA
AMSTERDAM COUTURE



SUPERASI



carhartt
WORK IN PROGRESS

View2

baskèts



street
lab_



PAKHUIS DE ZWIJGER*



Consumentenbond



AMFI
AMSTERDAM FASHION INSTITUTE

ONEILL

MYSTIC



NICKELSON
THREE · ZERO

BOOKI®

multiple identities



A. A. Spectrum 光谱

bpd

ISKO™



credeo

NABV
de nederlandse
airsoft sportbond

ACT
INO



PROFESSIONAL EXPERIENCE

2002 – Present

Home Made, Utrecht, Holland.
home-made.nl

Creative Director / Designer / Consultant

I lead brand development, design direction, and visual storytelling for clients across fashion brands, education, and cultural institutes.

My work includes brand identities, seasonal collections, graphic systems, and strategic consulting driven by behavioural insight.

Build conceptual frameworks, visual worlds, and design languages for emerging and established brands.

Develop apparel graphics, narrative concepts, and collection identities.

2023 - 2025

AMFI (Amsterdam Fashion Institute / Amsterdam University of Applied Sciences), Amsterdam, Holland.
amfi.nl

Freelance Branding & Design Lead / lecturer.

Taught and mentored next-generation branding professionals in visual communication, brand strategy, identity building, and conceptual thinking.

Developed course frameworks and teaching materials used across the institute.

Guided students through complete brand-building processes, from insight to execution.

Assessed and graded student projects with a focus on strategic clarity and storytelling.

2017 – 2019

ASICS EHQ, Hoofddorp, Holland.
asics.com

Senior Graphic Designer (Global)

Led global graphic direction for running, rugby, and training apparel, shaping seasonal narratives and visual languages.

Designed global ranges, brand systems, and storytelling for key collections.

Collaborated across Sports Marketing, Merchandising, and Development.

2013 – 2015

ONEMANSHOW, Amsterdam, Holland.
www.onemanshow.nl

Creative Director / Co-Founder

One of the four founders of the high-end lifestyle brand.

Created brand story, values, and mission.

Directed visual identity, photoshoots, and collection concepts.

Built the aesthetic that defined the brand's early cultural influence.

2011 – 2012

Tommy Hilfiger, Amsterdam, Holland.
tommy.com

Senior Graphic / Bodywear Designer

Reinvented and re-energized the Men's Bodywear category into a more fashion-driven lifestyle experience across materials, branding, prints, and trims.

2009 – 2010

MIADA (Modern International Art & Design Academy), Chongqing, China. miada.com.cn

BA Graphic Design Teacher

Taught typography, image design, corporate identity, visual identity, and design thinking.

Developed coursework, guided final projects, and shaped the academy's future creative vision.

2003 – 2007

Nike EMEA, Hilversum, Holland.
nike.com

Apparel Graphic Designer

Worked across Men's Sport Culture, Headwear, and Strategic Response Team.

Developed graphic concepts for lifestyle and performance apparel.

Created exclusive collections for Foot Locker Europe, JD, Decathlon, and Nike Retail.

EARLY CAREER

Internships

Hort, Frankfurt am Main, Germany. 2001
Shamrock International, Amsterdam, Holland. 2000

Graphic / Website Designer **Netvisit**, Groningen, Holland. 1999-2000

SKILLS & COMPETENCIES

Creative & Strategic

Brand strategy, identity creation, storytelling, concept direction, trend insight, design systems.

Technical

Graphic design, typography, illustration, apparel graphics, Adobe Creative Suite, visual guidelines.

Human Insight

Analytical profiling, communication analysis, behavioural design, coaching, leadership support, team dynamics.

Teaching & Facilitation

Lecturing, curriculum design, mentoring, presenting, creative development.

LANGUAGES

English: Fluent
Dutch: Native
German: Very Good

ACADEMIC QUALIFICATIONS

Graduated cum laude and best of class.

My graduation project won an Academy Minerva award in the category “Best Communication Design/ Graphic Design”. The awards are given to graduation students whose work stands out.

Sept 1996 – Feb 2002

Academy Minerva, Faculty of Fine Arts & Design, Groningen, Holland.
Communication Design / Graphic Design
Bachelor Degree (February 2nd, 2002)

Classes: Typography, Graphic Design 2D, Graphic Design 3D, New Media Design, Painting, Photography, Illustrating, Philosophy, Fine Art and Design History.

PROFESSIONAL DEVELOPMENT

- BDB Professional Teaching degree 2025
- Graduated Specialist Analytical Profiling 2024
- Analytical Profiling BTAP 1 & 2, ATAP 2020-2024
- MCSI Master Coach of Strategic Intervention 2020
- Business NLP Practitioner 2020
- DVS Practitioner (Clare W. Graves) 2019
- META NLP Master Practitioner 2018
- NLP Practitioner 2013