

MARK MULDER

postadres

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bezoekadres

Schiemonnd 20-22
3024 EE Rotterdam

CURRICULUM VITAE 2024

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PERSONAL INFORMATION

Mark Mulder (1976, Delft) is an artdirector, strategic brand designer, graphic designer (BFA), design researcher (MA), educator and project manager based in Rotterdam. He has a passion for pop. culture, politics, art, design and visual culture. His purpose is to create meaningful engagements with others (people, organisations and businesses) through spectacular conceptual projects. He is happy when he creates or enables others to create.

Mark has a fluent command of both written and spoken Dutch and English, excellent skills in Adobe CC, and is an experienced user of WordPress.

According to Human Design typology, Mark is a 'Projector', which means that he is focussed, visionary, critical, analytical. He is receptive to his surrounding with a deep interest in others. Mark is married to Rianne (2009) and is father of Otis (2010) and Hèron (2013). He plays the tenor saxophone and is a rookie in Aikido.

EDUCATION

04. 2020 **Basic Qualification Examining (BKE)**

On intersubjectivity in assessment in art education.

Willem de Kooning Academy, Rotterdam University of Applied Sciences (RUAS), Rotterdam (NL)

01. 2014-01. 2016 **Master Design MA** 2 year part-time

Master of Arts Study on design research;
A critical and visual dialogue on mechanisms of human classification, as seen in media reality.

Willem de Kooning Academy (RUAS), R'dam (NL)

03. 2014 **Certificate of Participation Assessor Training**

Willem de Kooning Academy (RUAS), R'dam (NL)

10. 2012-06. 2013 **Certificate of Proficiency in English (CPE)** Grade B - Level C2

Cambridge ESOL Level 3 Certificate; University of Cambridge

12. 2010-04. 2011 **Certificate for Teaching in Higher Vocational Education (BDB)**

Center for Teaching and Learning, Utrecht University (NL)

08. 1998-06. 2002 **Bachelor of Fine Art (BFA), Graphic Design** On (racial) stereotypes, cultural identity and multiplicity in knowledge.

Willem de Kooning Academy (RUAS), R'dam (NL)

09. 1994-09. 1998 **Design and Communication**

Ichthus Hogeschool, University of Applied Sciences, R'dam (NL)

09. 1988-07. 1994 **Preuniversity Secondary Education (VWO, Atheneum)**

St. Maartencollege, Voorburg (NL)

EXPERIENCE AS DESIGNER AND RESEARCHER

02. 2018-12. 2022 **Huey Remixed** Research project on the history of reproductions and appropriations of the iconic image of Huey P. Newton in a rattan chair.

06. 2016-now **Post-what.com** Online research platform initiated by Studio for Visual Pop.Culture on remix strategies in art, design and visual culture.

08. 2002-now **Studio for Visual Pop.Culture** specialised branding, identity design and design research.

Clients (selection): <->Tag Magazine; Adore Artist Management; Atelier 81 Architecture by light; Creative Action Now; Creating 010 (Research Center); DeAmerikaan.nl (Kris Keulemans); Jazz Festival Delft; MayHap; NE Gallery; Vision4Talent; Municipality of Rotterdam; Projectbureau Nwe Binnenweg; Provocateur, The Talent Factory; De Volkskrant; VIstrainingen; Rotterdamse Kunststichting; Willem de Kooning Academy.

1998-08. 2004 **Design studio experience** Freelance

and internships at Team T(C)HM (Felix Janssens) R'dam; NL.Design (Mieke Gerritzen) A'dam; Bureau Langehaven (Gerard Hadders) Schiedam.

EXPERIENCE AS EDUCATOR

09. 2023-now **Branding** Lecturer/expert/tutor on theory, methods, techniques of visual brand analysis and strategic brand design.

Creative Business (BA), Inholland University of Applied Sciences, R'dam (NL)

08. 2022-now **Design Thinking** Lecturer/tutor/coach on theory, methods, techniques and mindset of Design Thinking creative problemsolving of wicked problems.

Creative Business (BA), Inholland University of Applied Sciences, R'dam (NL)

01. 2015-NOW **Jazz and Visual Culture** Annual lecture and workshop that contextualises jazz as a visual language and conceptualises jazz as social music and creative attitude.

with Loes Sikkes and Rick Vermeulen

Elective North Sea Jazz Poster Competition, Willem de Kooning Academy (RUAS), R'dam (NL)

02. 2021-06. 2021 **Tutor/coach Module Design Research**

Analytical methods on 'Remix' and design strategies through 'Cultural Probe' and 'Détournement'.

Graphic Design (BA), Hogeschool voor de Kunsten Utrecht (HKU), Utrecht (NL)

09. 2020-01. 2021 **Storytelling and Research Blog**

Tutor/coach on designing and editing a research blog.

Master Design (MA), Willem de Kooning Academy (RUAS), R'dam (NL)

09. 2016-08. 2022 **Design Research Year 1 and 2** Lecturer/tutor/coach on visual analysis and mapping on 'Identity', 'Representation', 'Stereotypes', 'Remix' and 'Society of the Spectacle'.

Graphic Design (BA), Willem de Kooning Academy (RUAS), R'dam (NL)

09. 2013-08. 2022 **Competency Assessor Bachelor**

Willem de Kooning Academy (RUAS), R'dam (NL)

05.2019 + 02.2016 **Research Blog** Lecturer on designing and editing a research blog.

Master Design (MA), Willem de Kooning Academy (RUAS), R'dam (NL)

10.2016 + 10.2015 **Workshop Thesis Project MICA** Organiser/lecturer/coach of a workshop weekend to kick-start the graduation project of Master students in Graphic Design. with Rianne Petter

Graphic Design (MFA), Maryland Institute College of Art (MICA), Baltimore (USA)

09.2016-08.2017 **Cultural Diversity, Social Practice**

Course developer/tutor/coach/assessor on interdisciplinary practice projects on cultural diversity (year 2-4).

with Teana Boston-Mammah & Jan van Heemst

Willem de Kooning Academy (RUAS), R'dam (NL)

09.2007-08.2016 **Major Graphic Design** Course developer/tutor/coach/assessor on projects on identity, editorial and communication design and media strategy (year 1, 3 & 4).

Graphic Design (BA), Willem de Kooning Academy (RUAS), R'dam (NL)

01.2009-11.2011 **Minor Cultural Diversity** Course developer/tutor/coach/assessor on interdisciplinary minor projects on cultural diversity (year 3)

Social Practice (BA), Willem de Kooning Academy (RUAS), R'dam (NL)

05.2007-01.2009 **Elective Graphic Design** Introduction in Graphic Design for 1st and 2nd year non Graphic Design students.

Elective (BA), Willem de Kooning Academy (RUAS), R'dam (NL)

05.2007 **Workshop Crossmedia Strategy!** Organiser, conceptualiser and tutor/coach of a two week interdisciplinary workshop (year 1 & 2). with Rianne Petter

Elective (BA), Willem de Kooning Academy (RUAS), R'dam (NL)

03.2002-04.2007 **Preparatory Course** Lecturer/tutor/coach of a 5 week course to introduce the ethos and mentality of studying at an art academy for prospective students. with Rianne Petter

Willem de Kooning Academy (RUAS), R'dam (NL)

EXPERIENCES AS PROJECT MANAGER

11.2017-08.2020 **Coordinator Research Station**

Organising and coordinating an innovative, collaborative and experimental space for research in art and design education.

Willem de Kooning Academy (RUAS), R'dam (NL)

Activities: management, teambuilding and coaching, curriculum development of research skills (on writing, on sources and on inclusivity/diversity), writing position paper, creating network of collaborative educational partners, initiating reflective research project (on research-by-making, future role of library and research methodology) programming an experimental and inclusive space, communication design, art-direction, exhibition design, documenting and archiving activities.

08.2010-08.2016 **Course leader Major Graphic Design (BA)**

Directing, coordinating and profiling the bachelor graphic design. With Britt Mörcke 2010-12 and Gabriëlle Marks 2012-16

Willem de Kooning Academy (RUAS), R'dam (NL)

Activities: curriculum development, creating and managing teacher team, chairing graduation committee and mid-term/end-of-year assessments, profiling the department, identifying the future practice during public events and with external stakeholders and professional field, coordinating external design projects.

02.2012-02.2013 **Member Curriculum Development Team for Innovative Education** Conceptualising, developing and writing educational framework of the interdisciplinary project-based curriculum.

Willem de Kooning Academy (RUAS), R'dam (NL)

Activities: writing, curriculum development in relation to competencies, defining learning trajectory, BoKS, teaching roles, projectplanning and assessment methods.

04.2008-18.2012 **Coordinator Communication and Public Relation Jazz Festival Delft** Organising, profiling and planning communication for a non-profit Jazz Festival in the city of Delft

Stichting Delfts Jazz, Delft (NL).

Activities: writing and designing a communication strategy (planning, media, budget), creating network of stakeholders and sponsors, writing press releases, coordinating volunteers.

2010-2011 **Member Projectteam 'V/H Nieuwe Binnenweg'** Organising, programming and promoting events that critically discuss the revitalising process of Nieuwe Binnenweg, R'dam.

ProjectBureau Nieuwe Binnenweg, Rotterdam (NL)

Activities: writing and designing communication strategy (planning, media, budget), creating network of partners and stakeholders, public relations, programming a space.

01.2009-11.2011 **Projectleader Interdisciplinary Minor Cultural Diversity** Developing curriculum for a new interdisciplinary (art and design and social work students) minor project (year 3).

Willem de Kooning Academy (RUAS), R'dam (NL)

Activities: scouting students, writing, organising, collaborating with internal partners (RUAS), collaborating with external partners (Museum Rotterdam, Kosmopolis), presenting in the city.

OTHER

02.2015-Now **Jury North Sea Jazz Poster Competition**

Willem de Kooning Academy (RUAS), R'dam (NL)

09.2018-08.2020 **Member of participation council**

Elementaryschool 't Landje, Rotterdam (NL).

12.2016 **Nomination WdKA Research Prize**

Willem de Kooning Academy (RUAS), Rotterdam (NL)

2019 Featured in **Publieke Werken** a poster project in the city of Rotterdam with Rianne Petter

2012+2015+2019 Featured in **De Grote Rotterdamse Kunstkalender** (2012, 2015) and **De Grote Nederlandse Kunstkalender** (2019) with Rianne Petter

04.2008-09.2011 **Board member Stichting Delfts Jazz**

A non-profit organisation to promote jazz in the city of Delft (NL)

FOR MORE INFORMATION,

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