



2012-2013 Program Manager Visual Communication Design

ADS International Art & Design Center, Hồ Chí Minh City, Vietnam

ADS International Design & Art Center is a 2-year old design center in Ho Chi Minh City, Vietnam with the ambition to become Vietnam's leading design education. ADS has four departments: Fashion, Interior, Product and Graphic Design, each headed by a Program Manager.

During my time at ADS, I had three different tasks: first of all, I was in charge of the Graphic Design department. As such, I wrote a new curriculum, hired new teachers, renewed and modernized the program and set its course for a modern design education. To fit the departments new content and ambitions better, we decided to rename it into Visual Communication Design. This led to an influx of new students.

Second, I regularly taught classes in graphic design, typography and art history. Being a teacher can be challenging but to see students develop and improve from what I teach them is amazingly rewarding. As a teacher you need to inspire, challenge, assist, provoke, support and motivate the students. Listen very carefully to what they are saying, think fast about what reaction will benefit them the most and then clearly formulate my thoughts, steer them in a direction but let them make the decisions. And finally, I was in charge of the graphic material used to promote the school: flyers, posters, brochures, etcetera. For this, I had an assistant and sometimes hired freelance photographers and programmers.

2008-Now Freelance Designer

Since the third year of university, I was hired for various assignments. I designed photo books, magazines, posters, websites, logo's, concepts, every time improving my skills as I went along. For example, when I started out I knew nothing about webdesign and coding but managed to learn

enough to build my first portfolio website. From there, I did more and more complex websites. Through trial and error and working together with other professionals, I learned Actionscript, HTML, CSS, jQuery, PHP. After graduation I freelanced full time until I was hired by:

2011 - 2012 Designer

Future Living Studio, Hồ Chí Minh City, Vietnam/Delft, The Netherlands

Future Living Studio (FLS) is a temporary design studio based in Hồ Chí Minh City, Vietnam. It is part of SPIN Asia, a project funded by the European Union to increase sustainable design capacity in South-East Asia. It does so by integrating local crafts, cross-cultural collaboration and sustainable design. Each iteration of Future Living Studio comprises three local, three foreign designers and five companies that work together in an intense six-month process.

In 2011 I was part of the first iteration of FLS and spent four months working with local bamboo, wood and terra cotta manufacturers. During this time we developed a vision for an Eco hotel on Phu Quoc island and designed a collection of interior products. In the end we presented the results to all stakeholders and exhibited the collection at a home interior fair.

FLS has been repeated three times in HCMC, Hanoi and Pnom Penh and the hotel was selected by Lonely Planet as one of the recommended hotels on Phu Quoc island.

2008

Intern

De Designpolitie, Amsterdam

During my internship at graphic design studio De Designpolitie, I art-directed a photo shoot for Impuls, worked through the night on a pitch for the visual identity of the Netherlands Architecture Institute,

(we won!) made a magazine for Pictoright, designed posters for theatre Frascati, provided creative input for the VVD campaign and ate more avocado than ever before.

2002 - 2004

Organizer & programmer Steenovicum All Arts Festival

Steenwijk, The Netherlands

Steenwijk is a beautiful, historic town in the north of Overijssel. However, for young people there is not much choice in culture (at least it was like that around 2002). Together with a two others, I organized the Steenovicum All Arts Festival. One stage,

three days, music, DJ's, a chill out lounge, comic book artists, movies, stand-up comedy, poetry, performance and around 250 visitors. To organize my own music festival at age 16 is something makes me proud until this day.

SOME THINGS I CAN DO:

Adobe Photoshop, Illustrator, InDesign, Premiere, Knitting, HTML, CSS, jQuery, Javascript, weaving, Woodworking, model-making, art-direction, photography, illustration, metalworking and bookbinding. ALSO, I can talk in front of crowds, drive a car and cook (seriously, I worked in restaurants for years!)

WANT TO CHAT?

I speak Dutch and English fluently, some French and German and a bit of Vietnamese.

See more at www.thomaspleeing.com, mail me at mail@thomaspleeing.com