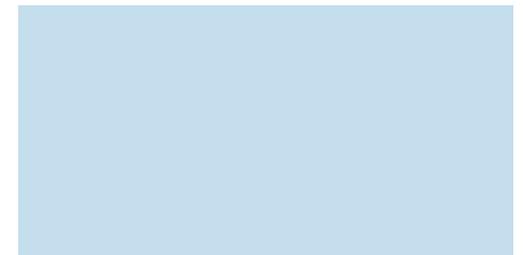


BRENDA VAN DEN BERG

CV + PORTFOLIO

GRAPHIC/DIGITAL DESIGN, WEBDESIGN, VIDEO- AND PHOTOGRAPHY



CONTENT

2 - 3	Content & skills
4 - 5	Work Experience + education
6 - 17	UI/UX
18 - 20	Webdesign
21 - 31	Graphic design
32 - 34	Photography
35	Videography
36	Contact

SKILLS

PROGRAMMS

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe After effects
Adobe Premiere Pro
Adobe Lightroom
Adobe Xd
Final cut Pro
Sketch
Notion

Microsoft Office
Google Analytics
Mailchimp
Stripo
WordPress
HTML
CSS

FIELDS

UI/UX Design
- User research
- User flows
- Wireframing
- Prototyping
Webdesign
Photography
Videography
Graphic design
Social media
DTP-work

WORK EXPERIENCE

March 2021 - present

UI/UX DESIGNER | BITS OF STOCK 1 year

I work as UI/UX Designer and Graphic Designer @Bits of Stock. I am working on the re-branding and the re-design of their entire app and website. I created an app map, wireframes, different flows and did a lot of research and usability testing with the target audience. Besides that I created icons, decks, social media content and promotional materials.

January 2017 - October 2021

GRAPHIC DESIGN & PHOTOGRAPHY | YMAEZE 5 years

Gained experience with videography, filming, editing and 2D animations. Photography; products, office/business and events. Graphic design: Design of flyers, PDFs, logos, corporate identities and business cards (DTP). Aswell as social media content and design for digital use. Copywriting: SEO-oriented texts for websites. Designing and building websites in WordPress with the focus on UI/UX. Created product videos, descriptions and webshop content. Built and maintained customer contacts. Working with deadlines, feedback and fulfilling the wishes of the customer.

April 2019 - April 2021

ALL-ROUND DESIGNER | JDO ACADEMY 2,5 years

All-round designer for JDO Academy, JDO management, JDO Group, JDO Salon and Juliette den Ouden (international hair & make-up artist). For these various components I designed and built the website in WordPress. In addition, I have done videography for promos, worked with mailchimp, did graphic and digital design for multiple flyers, information PDFs, business cards and other promotional material for JDO.

Feb 2020 - aug 2020

MARKETING & COMMUNICATION | STICHTING OPKIKKER 8 months

During my graduation project I worked for the marketing & communication department at Stichting Opkikker. Here I co-designed the 'Jubilee Socks' campaign including photography and marketing, and managed to collect 110K with this campaign. I designed the corporate identity for the anniversary including logo, and made video material. I still work for them as freelancer on various projects (design and videography).

Sep 2018 - feb 2019

WEBDESIGN, FRONT-END DEVELOPER | MEO 6 months

In the third year of my study I did my internship at MEO. During this internship I learned all the ins and outs of WordPress and different themes / plugins. Here I have designed and built websites. In addition, I took photos for MEO (office, party and portraits) for use on social media and the website.

EDUCATION

2016 - 2020

COMMUNICATIE & MULTIMEDIA DESIGN

Graduated CMD'er (Hogeschool Utrecht). With the specialization User Experience Design, and a minor in Applied Psychology.

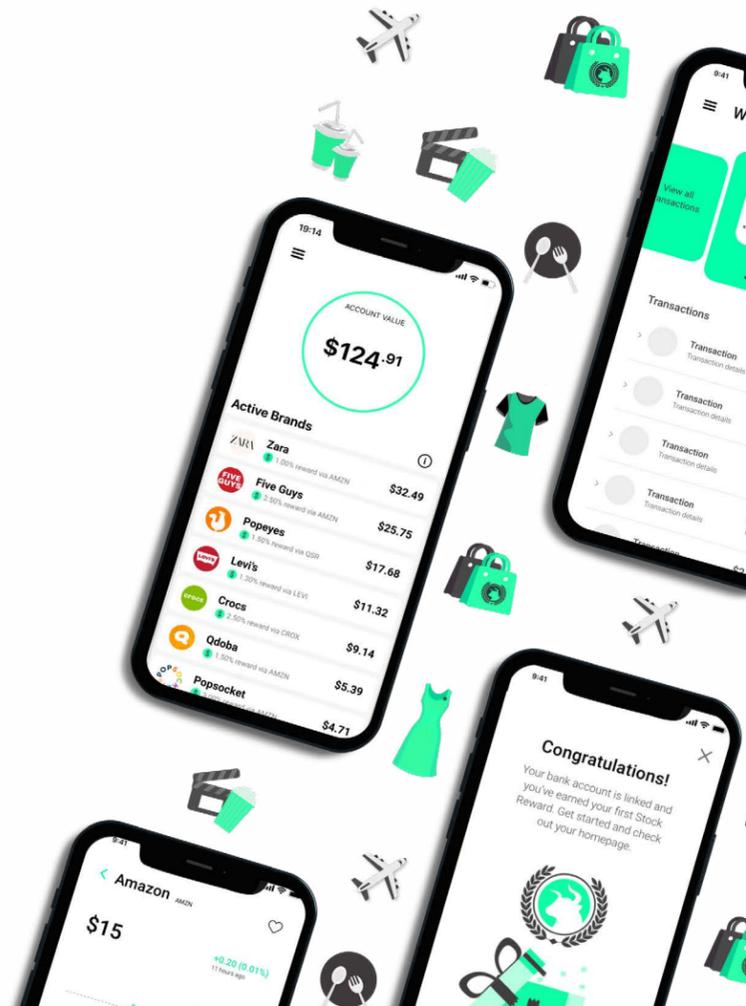
2010 - 2016

VWO ATHENEUM, TECHNASIUM

I started with the Technasium for 3 years, where I learned to research and design. And finished my VWO at the Atheneum (Keizer Karel College).

UI/UX

- Wireframing
- User research
- Usability testing
- Prototyping (clickable)
- App maps
- User flows
- Navigation flows
- Design processes



“How can I make/save money without having to put time and effort in this?”

Tobias, 26
Assistant General Manager

Bio
Tobias is a focused young lad working as assistant general manager at Highgate Hotels. It's a 9-5 job but he doesn't mind staying longer to get his job done. When he gets home, his attention goes to his girlfriend whom he would love to marry one day. He lives in an apartment but planning on buying a house to start a family in. In his free time, he loves to drink coffee, run, watch movies or series, and he exercises nearby the office twice a week.

Relationship: Yes
Children: No
Study: Business degree
Location: Riverside, apartment

Technology
LAPTOP (WINDOWS) [Slider]
SMART PHONE (iOS) [Slider]
SOCIAL MEDIA [Slider]

Pleasure points

- Perfect performance (sw/lt) in app and a good customer service.
- Spend less money in whatever way possible. Without having to put a lot of time or effort in this.
- Being able to understand an app or service within seconds.

Pain points

- You have to read too much before you can start investing in stocks. Too complicated. Too slow.
- Not too much (free) time due to work and hobbies.
- Doesn't know which app or service to trust.

Interested in...

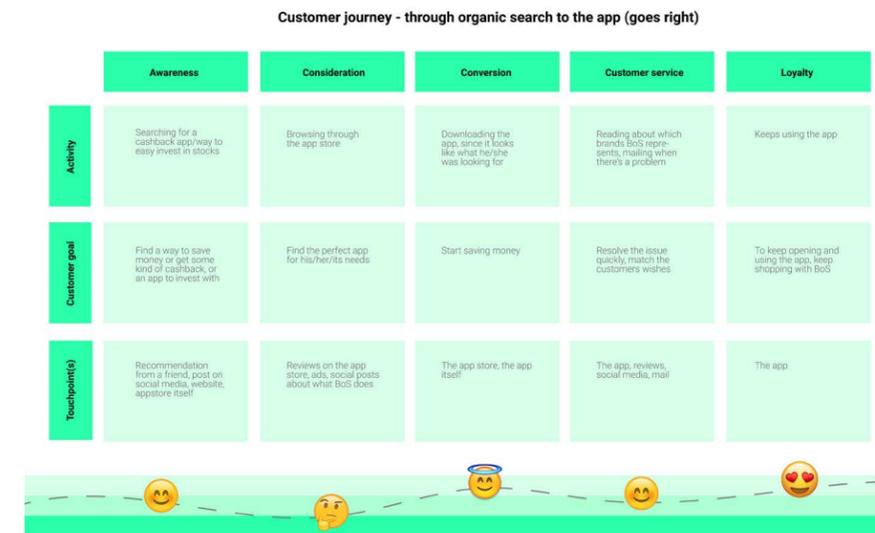
BANKING & FINANCE [Slider]
VALUE SHOPPING [Slider]
MEDIA & ENTERTAINMENT [Slider]
SPORTS & FITNESS [Slider]
TECHNOLOGY [Slider]

Personality

INTROVERT [Slider] EXTROVERT [Slider]
CAUTIOUS [Slider] ADVENTUROUS [Slider]
SELFISH [Slider] CARING [Slider]
EMOTIONAL [Slider] UNEMOTIONAL [Slider]

Hobbies
Coffee, movies, watching movies or series, parties, music, doing things with his girlfriend.

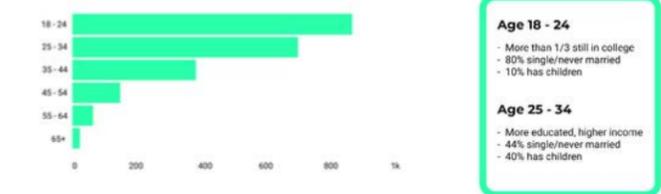
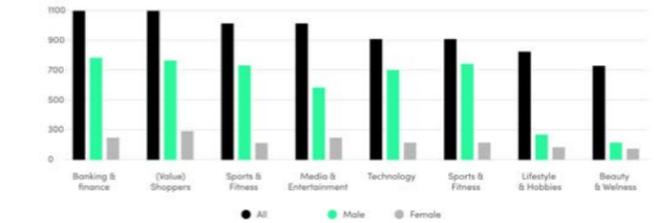
Apps
[Icons for Facebook, Instagram, WhatsApp, etc.]



Research

To research the target audience I created personas, customer journeys, user testing and desk research.

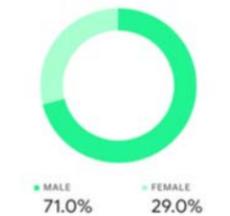
Interests of the current users

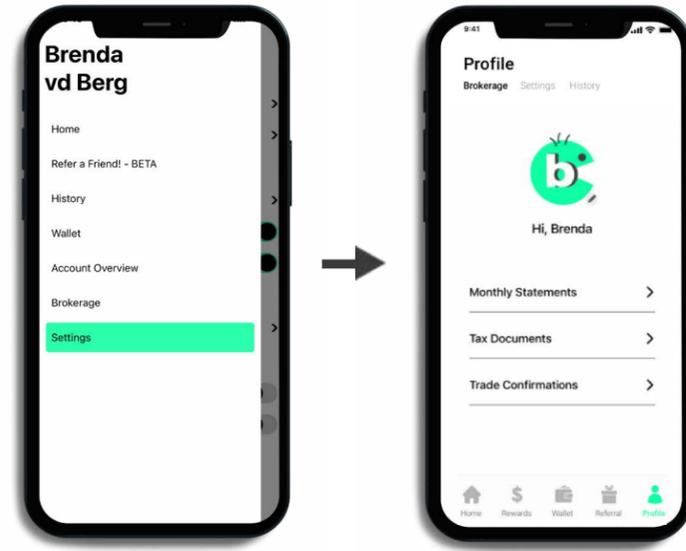


Younger (18 - 24) VS older (25 - 34)

- Younger millennials spend more at specialty beauty retailers
- Younger millennials spend more at specialty apparel stores
- Younger millennials shop more at sporting goods stores
- Younger millennials eat healthier, cook less, shop wholesale
- Older millennials use more loyalty apps
- Older millennials shop more kids' stuff
- Older millennials have more home-related expenses

(NPD, 2020)





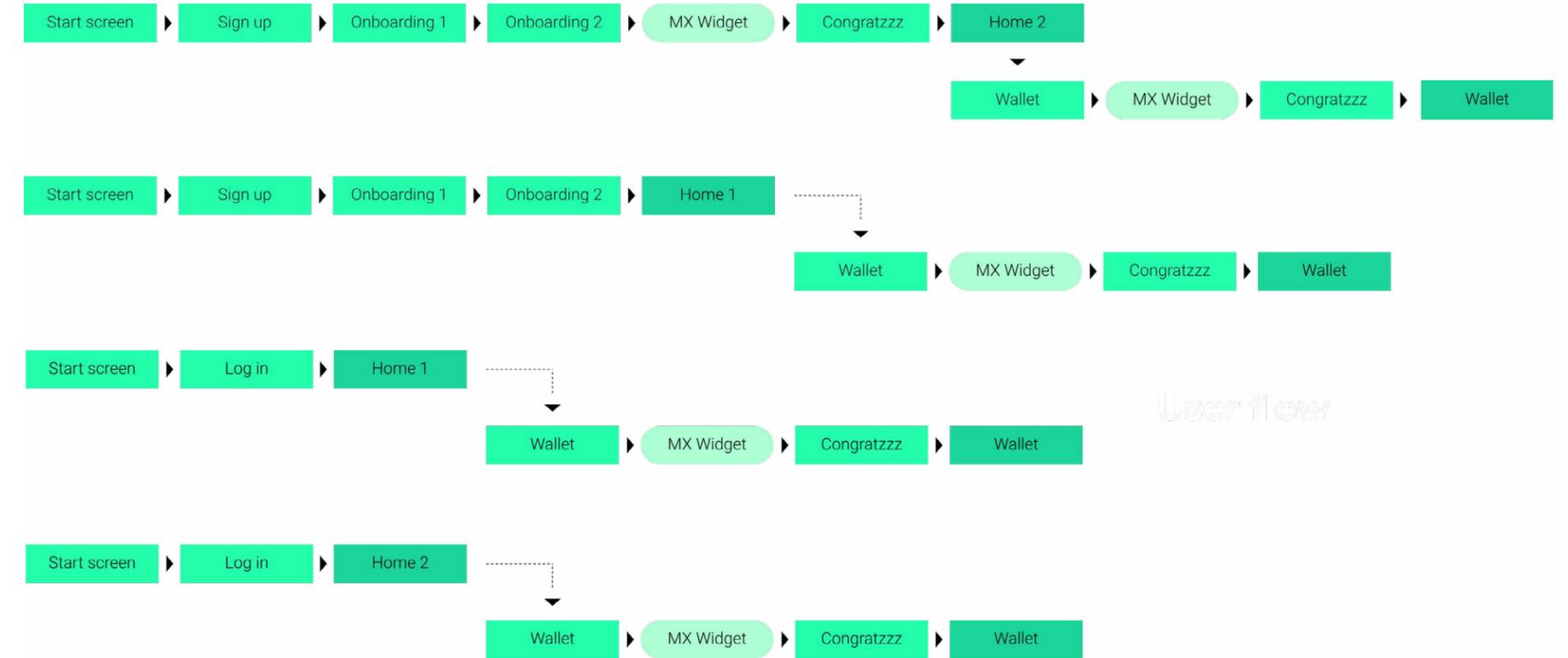
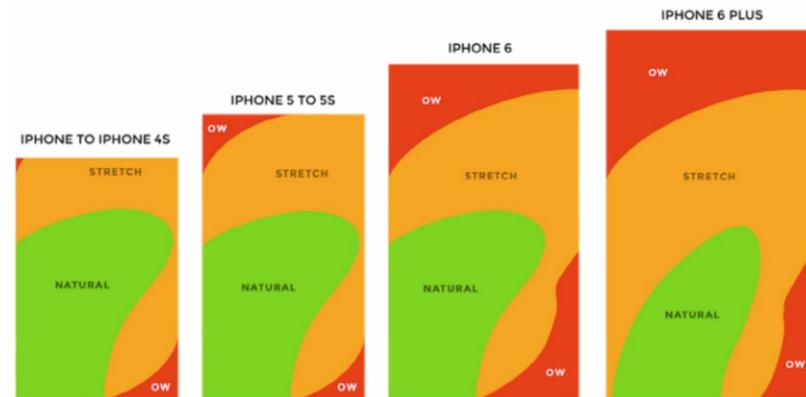
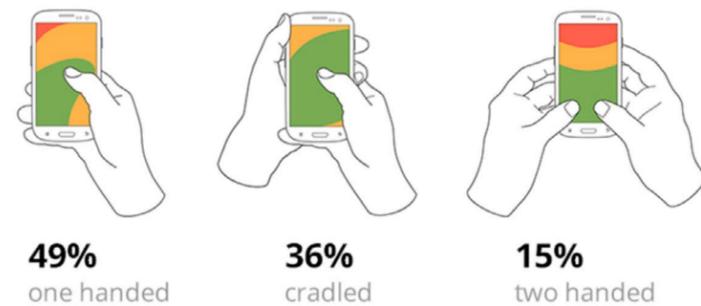
Navigation change Bits of Stock:

Hamburger menu to Bottom tab navigation

Most important pages will be right away visible, improves the user experience. 'Out of sight, out of mind.'

Thumb movements

For navigation: The page you want your users to visit; to the left - middle. All the way to the right is most difficult to reach.



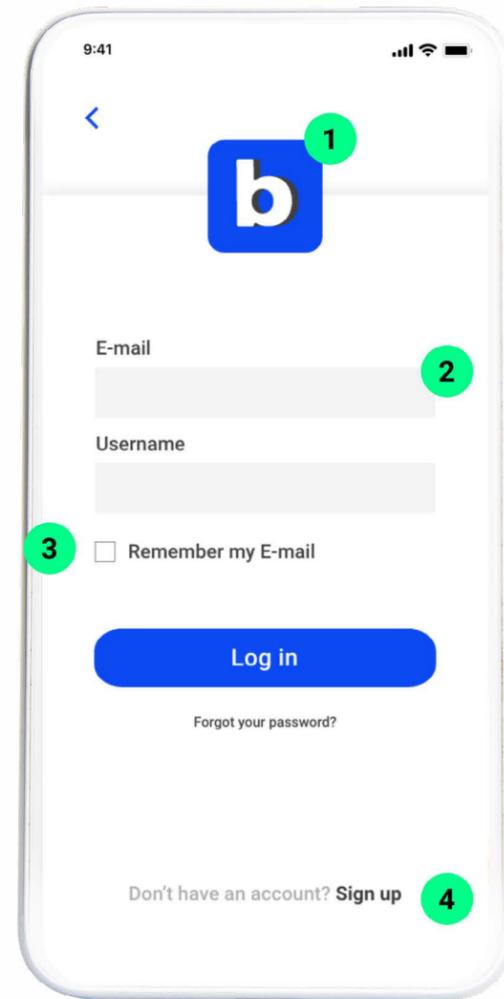
User flow

User flows Sign up/Log in - Link Account

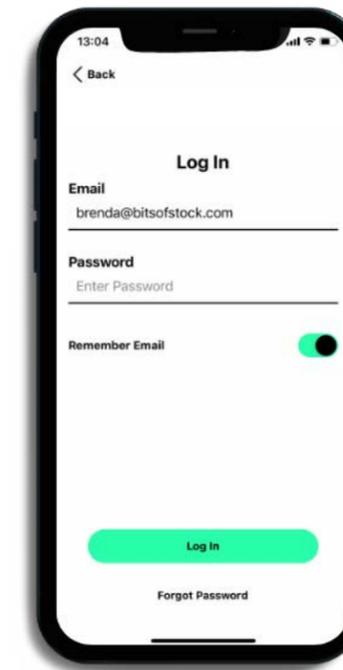
- No unnecessary questions during sing-up (Solves frustration user: "... why do they need to know this?")
- Clear what you have to fill in, 1 screen (Solves: "Too many questions, no time for this" / "Where's the end?")
- Onboarding has to answer the question: "Why should I link a bank account?" > To get to the best scenario; from sign up to link account
- CTA during Home 1 if onboarding gets clicked away
- Clear option in Wallet to link first or multiple bank accounts

- 1 Brand**
Shows the brand/app the user is logging in to. Good for recognition and brand awareness. Possibility to place above or instead this logo 'Log in', but since there aren't many eye-catchers or things to look at on this page, the next thing a users sees is the blue button with 'log in' on there, which makes this title
- 2 Fields**
Clear fields where to click and type. Above the information required, inside the grey square where you can type. This makes it easy for the user to see where to click to type, and where not.
- 3 Remember button**
Check box instead of flip-flop button. "Flip-flop buttons: A selection idiom to avoid" (Cooper and Reimann (2003, pp. 341-2))*
Check box has the same effect; let the user choose between remember or not remember, and will improve the user experience tremendously.
- 4 Redirect to Sign-up**
This gives the user the opportunity to go right away to sign up - for example if they aren't sure if they have an account and wanted to try to log in, or if they misclicked. Simplifies the user journey.

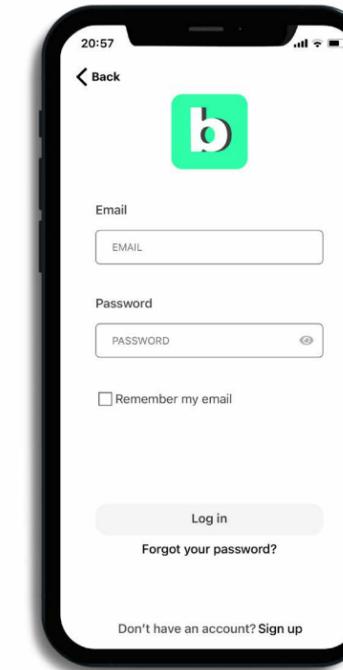
*The problem with flip-flop controls is that they fail to fulfill the second duty of every control - to inform the user of their current state. If the button says ON when the state is off, it is unclear what the setting is. If it is OFF when the state is off, however, where is the ON button? Don't use them. Not on buttons and not on menus!



The app will become blue, upon my advise. The users weren't happy with the neon green. This change will be done somewhere in 2022.



Old situation



New situation

Problem

- No option to sign up
- No button feedback

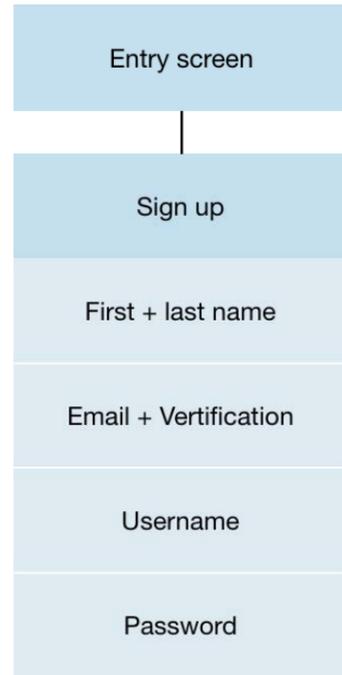
Solution

- Button not clickable if fields aren't filled in
- Sign up link at the bottom

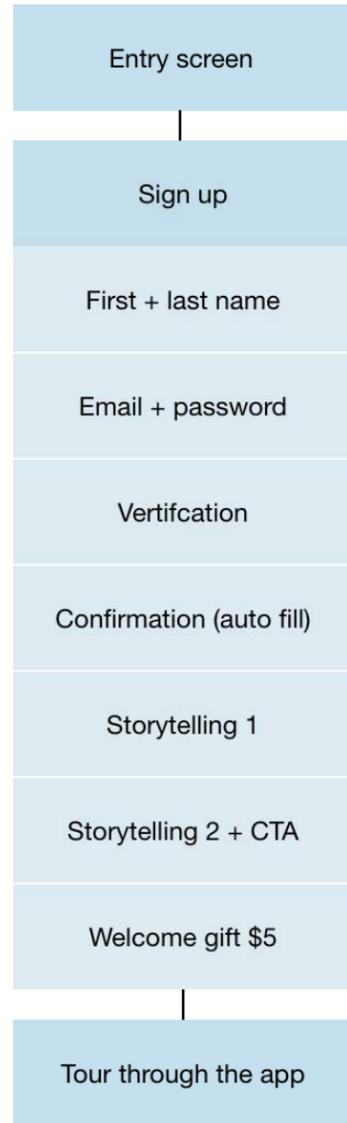
Result

- Increase in account creations

Old situation



New situation



Problem

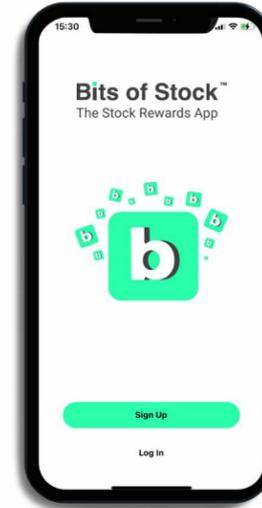
- "Sign up to what?"
- Not clear what the app is about
- No auto fill in
- No Call to actions

Solution

- Storytelling screens to show what the app is about
- Auto fill in on all fields
- Storytelling after sign up
- Call to Action to link your bank account
- Welcome gift to keep users engaged
- Tour after sign up

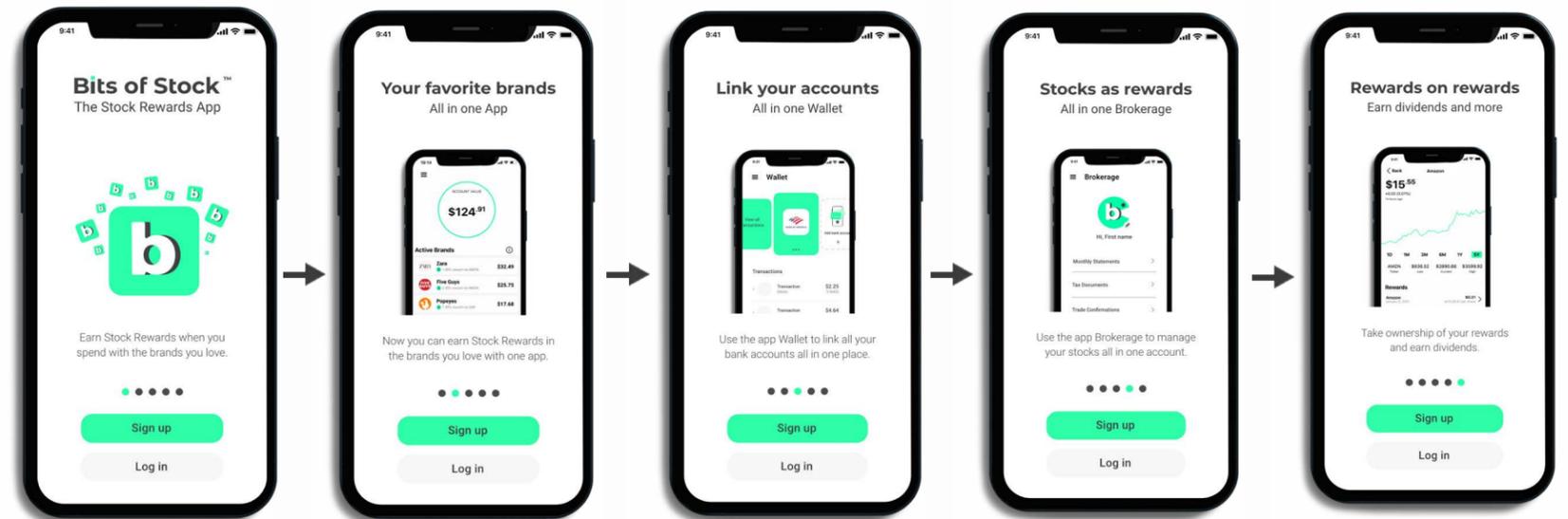
The new situation is live in the app now and an example can be found on the next page.

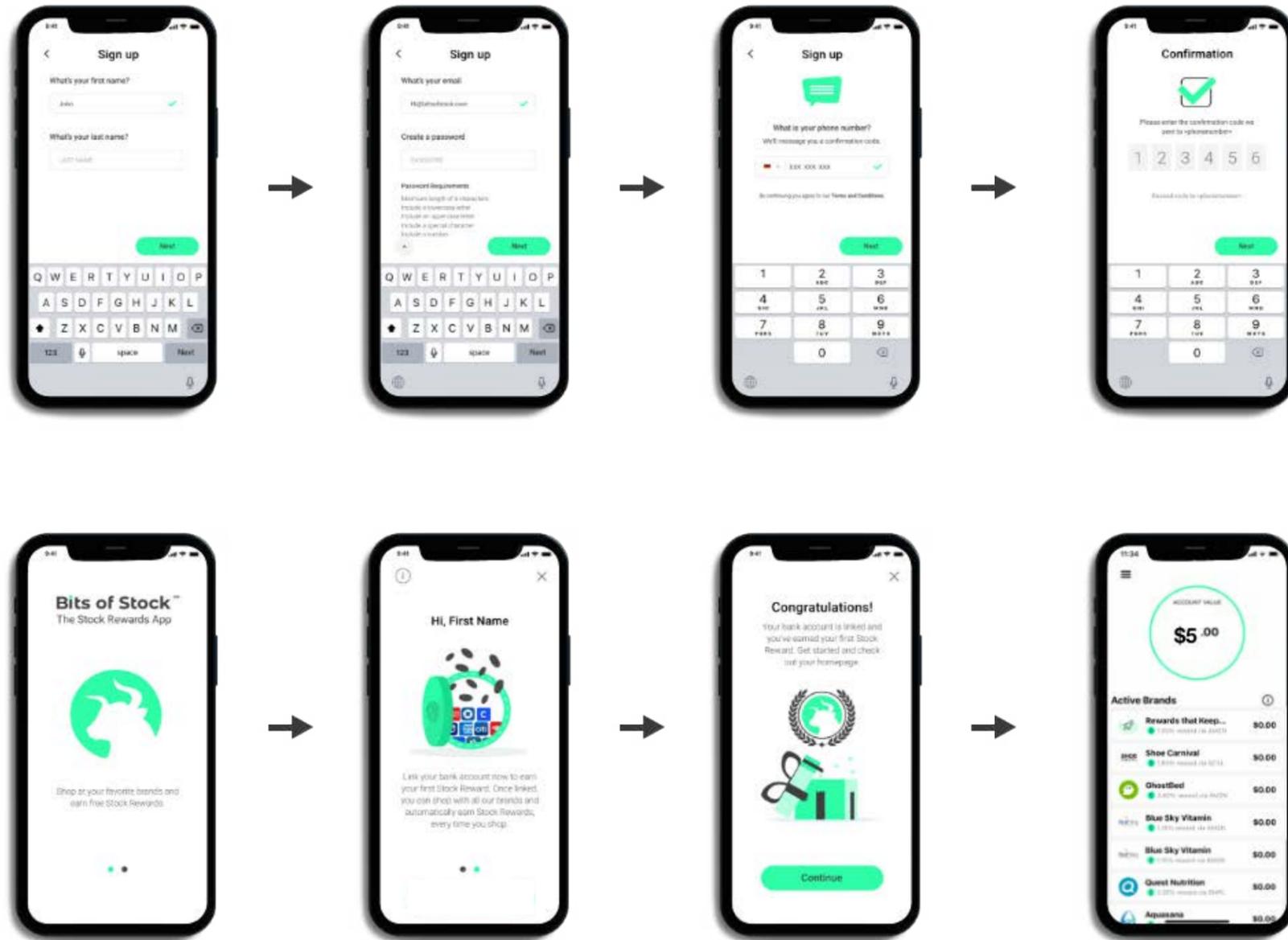
Old situation



The old situation only had a sign up and log in button (which at first was called 'Get Started' which caused a lot of confusion by the users). The user didn't know what he or she was signing up to, there was no information about the app.

New situation





Besides I created a new sign up flow, which can be found here. This is already live in the app. It includes a welcome gift of 5 dollar to try to engage the user right away.

Test plan

Table of Contents

Purpose of Usability Test

Product under test

Description of Product

Context of use

Changes compared to prototype <v1.4

Methodology

Participants

Methods

Moderated (remote) testing

Procedure

Usability Goals

Completion Rate

Error-free rate

Time on Task (ToT)

Subjective Measures

Usability Metrics

Scenario Completion

Critical Errors

Non-critical Errors

Subjective Evaluations

Problem Severity

Impact

Frequency

Classification

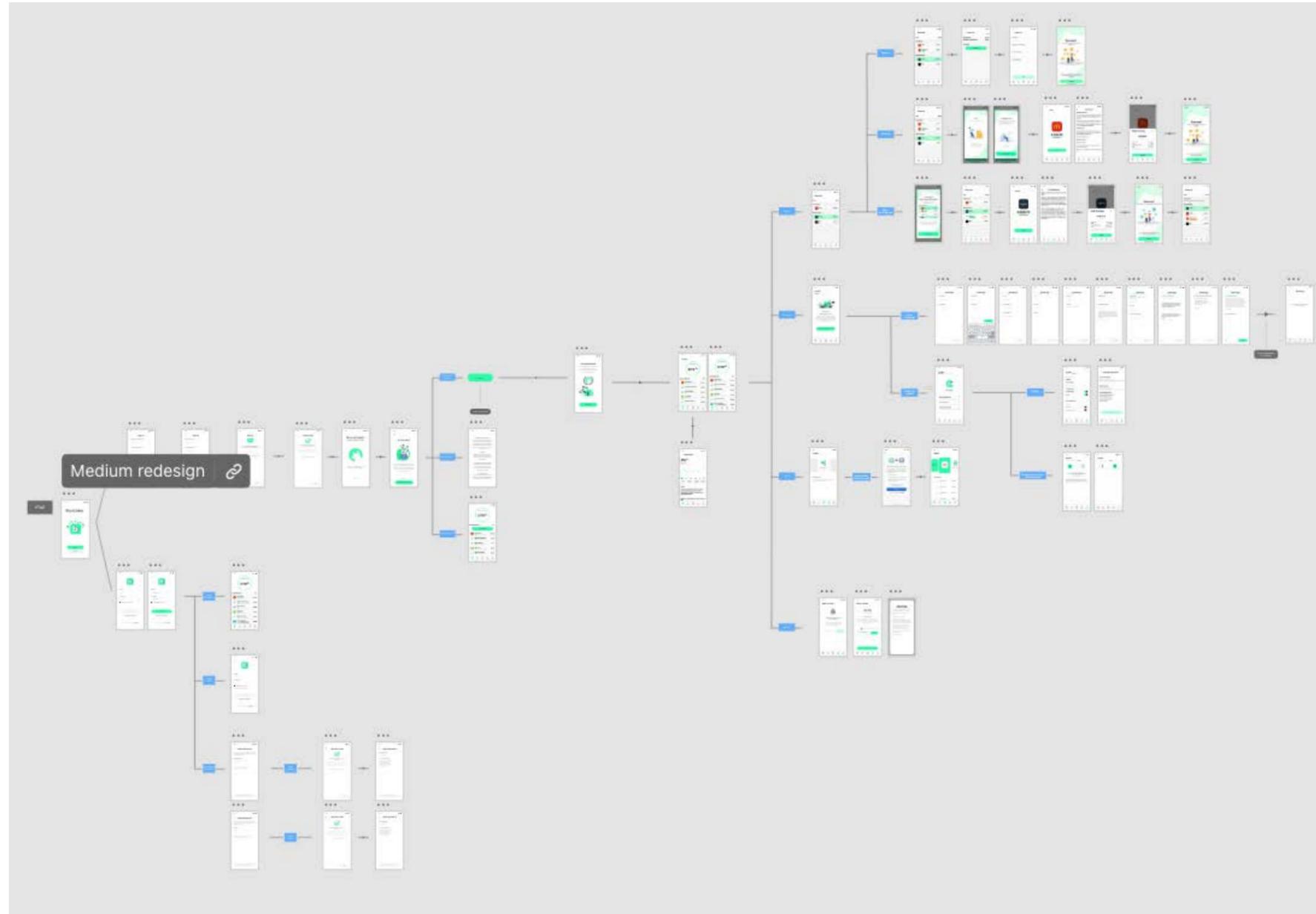
Results

Script

Timeline

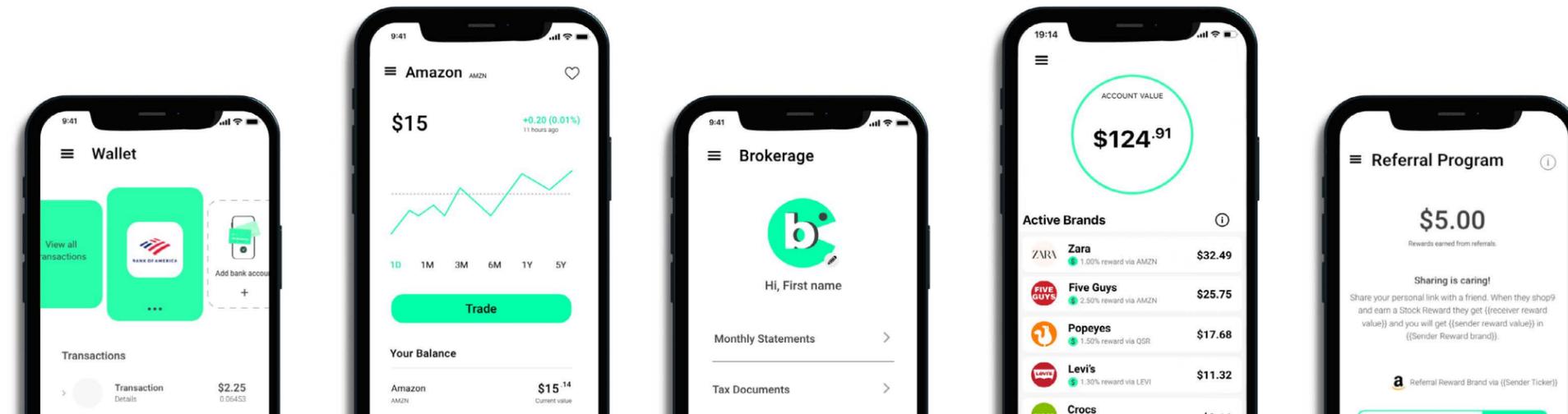
Testing

I created a test plan to test the clickable prototypes which I created for the user tests. This plan contains the usability goals, metrics like 'Time on Task', 'Error-free rate' and 'completion rate', methodology, methods, problem severity, script and a timeline. I used this multiple times already to test new prototypes.



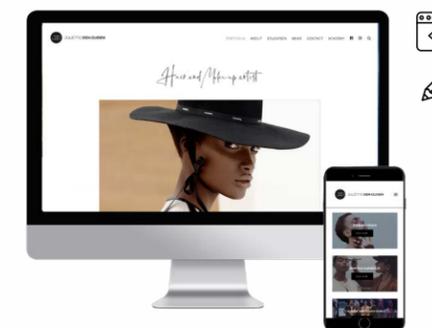
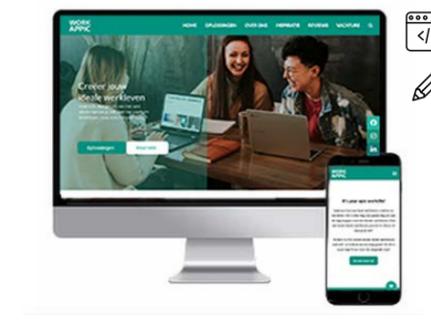
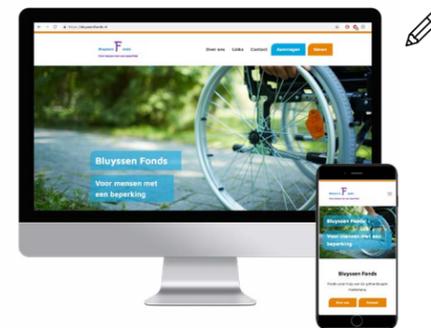
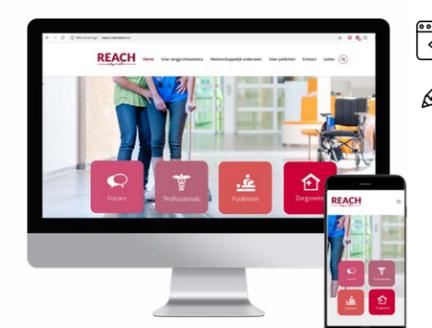
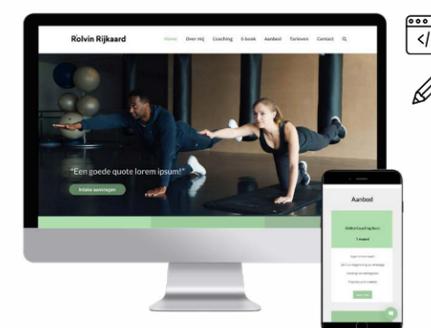
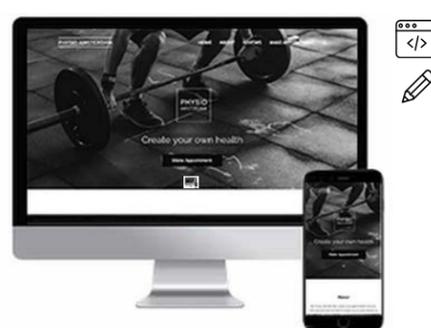
I created the whole redesign of the Bits of Stock app. It's still in development, but partly out already. To view a full prototype, [click here](#).

(In the future the color will be changed to blue, also on my advise)



WEBDESIGN

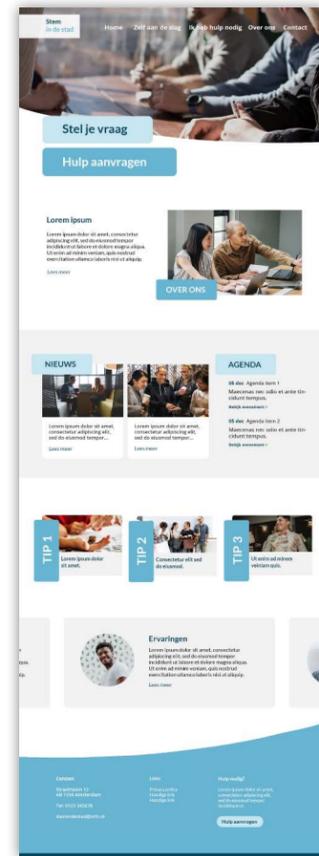
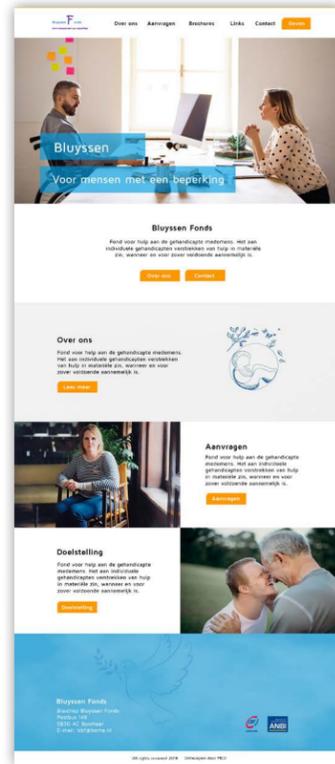
I know the ins and outs of WordPress. I've been working with different themes, plugins, and HTML / CSS. My specialization in User Experience Design helped me with the design process. I gained experience with prototyping, user research, wireframes and user flows.



BUILD IN WORDPRESS + MADE IT RESPONSIVE



MADE THE DESIGN



GRAPHIC DESIGN

- Promotional materials
- Design to Print
- PDF's and flyers
- Decks (B2B and B2C)
- Business cards
- Icon design
- Mockups
- Branding
- Social media content
- NFT's

JDO ACADEMY

THE HAIR STYLING CLASS

The training institute for every Make-up or Hair Professional, whether you are just getting started or already advanced.

JDO Academy (formerly known as Visagie & Haar by JDO) is the international hair and make-up school, where you can learn from the best hair stylists and make-up artists in the world.

For everyone who wishes to learn the hair styling profession.

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JDO ACADEMY

CREATIVE DEVELOPMENT

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CONTACT

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CALL: +31(0)20 220958
EMAIL: INFO@JDO-ACADEMY.NL

JDO ACADEMY

COIFFURE AWARDS WINNAAR CATEGORIE DAMES

COIFFURE AWARDS

COIFFURE AWARDS

JDO ACADEMY

COIFFURE AWARDS WINNAAR CATEGORIE MANNEN

COIFFURE AWARDS

COIFFURE AWARDS

Information pdf's, flyers and various promotion material for JDO Academy

JDO ACADEMY

VISAGIE & HAAR BY JDO

OPBOEDEN • MASTERCLASSES • SAISON TRAINING • PRIVATE TRAINING

JDO ACADEMY

OPBOEDENSCENTRUM VOOR HAARSTYLEN EN MAKE-UP

Wil jij het face en de make-up van topmodels zien of een heel werk als beauty consultant? Dan heeft JDO Academy de perfecte cursus voor jou! 'Visagie & Haar by JDO' is de beste manier om te leren van de beste make-up artiesten in de wereld. De cursus wordt gegeven in hoortylen. Hier kun je alle technieken zien en de laatste trends in de make-up wereld. Tijdens deze unieke cursus leer je alle technieken die nodig zijn om te werken als make-up artiest. Het is een unieke kans om te leren van de beste make-up artiesten in de wereld. De cursus wordt gegeven in hoortylen. Hier kun je alle technieken zien en de laatste trends in de make-up wereld. Tijdens deze unieke cursus leer je alle technieken die nodig zijn om te werken als make-up artiest. Het is een unieke kans om te leren van de beste make-up artiesten in de wereld.

How works it?

De cursus wordt gegeven in hoortylen. Hier kun je alle technieken zien en de laatste trends in de make-up wereld. Tijdens deze unieke cursus leer je alle technieken die nodig zijn om te werken als make-up artiest. Het is een unieke kans om te leren van de beste make-up artiesten in de wereld.

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PERSONAL ATTENTION

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JDO ACADEMY

MAKE-UP COURSE BY JULIETTE

Wil jij ook Make-up lessen van een international Make-up Artist?

Deze training is geschikt voor iedereen die geïnteresseerd is in de make-up wereld. Het is een unieke kans om te leren van de beste make-up artiesten in de wereld. De cursus wordt gegeven in hoortylen. Hier kun je alle technieken zien en de laatste trends in de make-up wereld. Tijdens deze unieke cursus leer je alle technieken die nodig zijn om te werken als make-up artiest. Het is een unieke kans om te leren van de beste make-up artiesten in de wereld.

INBOEGEPEN

- Training
- Make-up
- Contact
- Koffie, thee en iets lekkers

DATUM*

- 1 september (vrijdag)
- 2 september (zaterdag)
- 3 september (zondag)

PRIS

- € 295,00 per dag

HEEMME

- Een make-up van de ochtend
- Make-up van de avond
- Make-up van de avond
- Good Home!*

*Dit cursus wordt meerdere keren per jaar gegeven. Deelnemers worden hiervoor in kennis gesteld.

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Business cards for Juliette den Ouden, international hair & make-up artist

27,3K followers on insta (dec 2019)



JDO ACADEMY

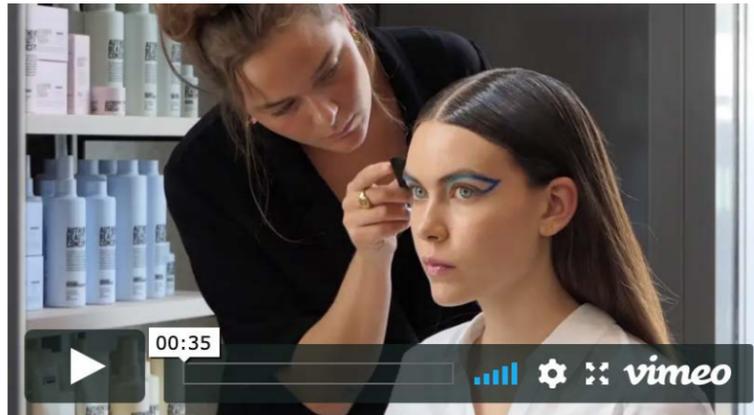
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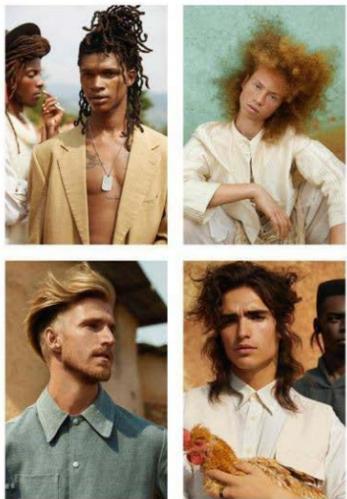
Voor iedereen die opgeleid wil worden tot professioneel Make-up Artist biedt JDO Academy "The Make-up Artist Class". In 16 lessen werk je stap voor stap aan je technieken, "vaardigheden en kennis waardoor je snel, efficiënt en onder de juiste begeleiding wordt opgeleid tot Make-up Artist.

Make-up artist class

Locatie: JDO Academy Amsterdam
Dinsdag klas: 18.00 tot 22.00*
Startdatum: 24 september 2019
Woensdag klas: 18.00 tot 22.00*
Startdatum: 25 september 2019
Kosten: 3200

Schrijf je in Brochure





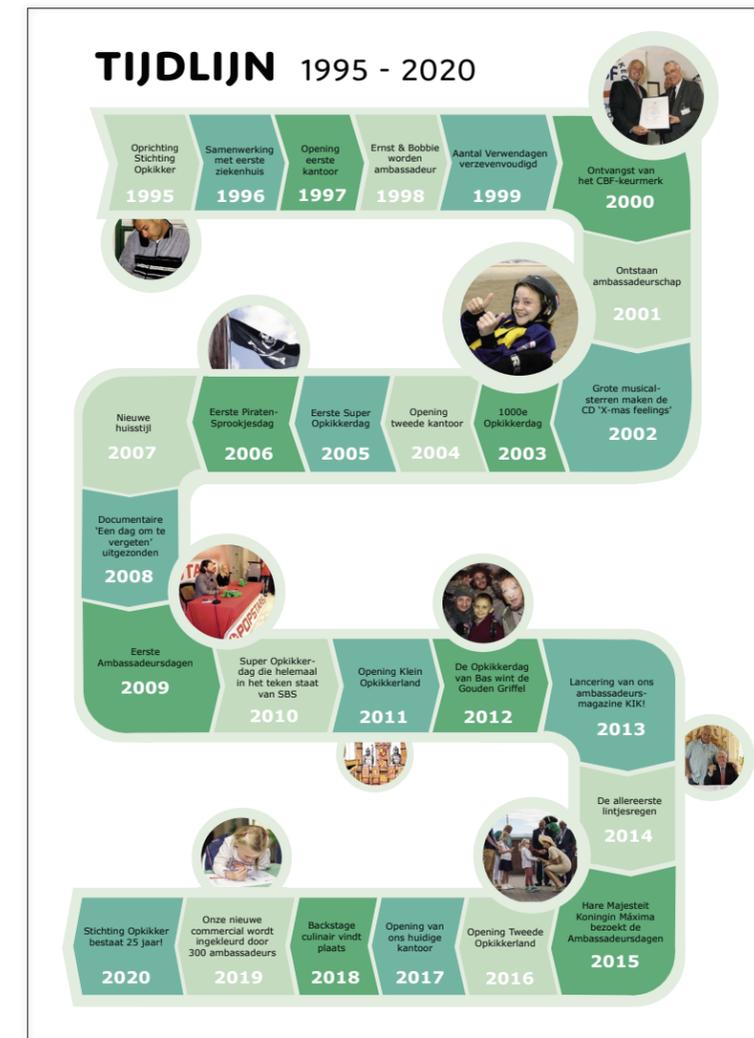
JDO ACADEMY

WIJ ZIJN
GENOMINEERD
COIFFURE AWARDS
CATEGORIE
DAMES, HEREN
& PERS
2020

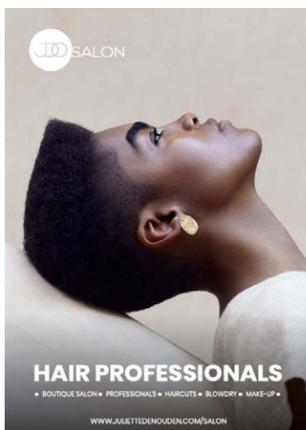
Schwarzkopf COIFFURE AWARD HEDERLAND coiffure



As graduation project for my study I worked @Stichting Opkikker. Here I designed their 25-years logo and corporate identity. I came up with the design and pictures for the 'Jubelsokken', made multiple designs for their newspapers, online outings and magazines. The socks campaign raised over 110K euros (jan, 2021). After I graduated I did various design jobs for them, and made multiple aftermovies at their events.



JDO SALON • JDO ACADEMY • JDO MANAGEMENT



JDO SALON

NIUW, JDO Salon, het ziele van JDO Academy. Wij zijn samen en stellen ons gezelschap voor!

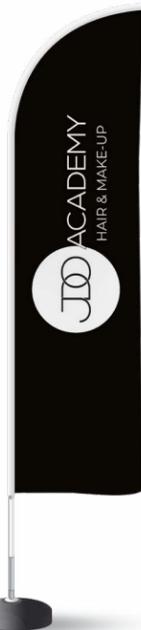
JDO Salon. Een innovatieve en professionele high-end look-look salon die werkt volgens de laatste trends, waarbij kwaliteit voorop staat. Een ervaring en een moment, waarbij de aandacht volledig ligt op de klant. Om te zorgen dat de klant de aandacht krijgt die ze verdient.

WE HOPEN JE SNIEL TE MOEDEN ONTMETTEN IN ONZE SALON!

JDO Salon is het ziele van JDO Academy. Wij zijn samen en stellen ons gezelschap voor!

Met de oprichting van **Authentic Beauty Concept** kunnen we ervoor zorgen dat iedereen een unieke ervaring kan beleven. Dit doen we met zorgvuldige selectie van duurzame ingrediënten, verspreiden die zorgvuldig worden ingekleurd en gecombineerd. Het resultaat is het perfecte moment, waarbij de aandacht volledig ligt op de klant. Om te zorgen dat de klant de aandacht krijgt die ze verdient.

JDO ACADEMY
AUGUST ALLEBELEN 101A
1025 AC AMSTERDAM
CALL: 06-520-23005
EMAIL: INFO@JDO-ACADEMY.NL



Text Styles

HEADER 1
Omsluit beeld / 25px / black or white

HEADER 2
Omsluit beeld / 21px / black or white

HEADER 3
Omsluit beeld / 19px / black or white

Inline link opmaak
Robots bold / #A96A88

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Background

#58a779 #f9f9f9 #f9f9f9

Button Styles

Buttons: #A96A88, #f9f9f9, #f9f9f9, #f9f9f9

Kleuren

#f9f9f9 #000000 #006666 #a96a88 #c5c5c5

MAKE-UP ARTIST CLASS

DE ENIGE ECHTE
JUBELSOKKEN

MAKE-UP ARTIST CLASS

Omsluit beeld / 48px / black or white

JUBELSOKSPELDJE
WWW.OPKIKKER.NL

Home Tips Veelgestelde vragen Stichting Opkikker Inloggen

25 JAAR STICHTING OPKIKKER KETEN VAN KRACHT

HEB JIJ AL JUBELSOKKEN?

Voor iedere €25 die gedoneerd werd, ontving men een paar Jubelsokken!

€ 112.740 opgehaald
Ons doel € 100.000 | bereikt 112%

Opkikker Opkikker realiseert door samenwerking met een partner een jubel sok. Per 22 mei 2020

25 JAAR STICHTING OPKIKKER KETEN VAN KRACHT

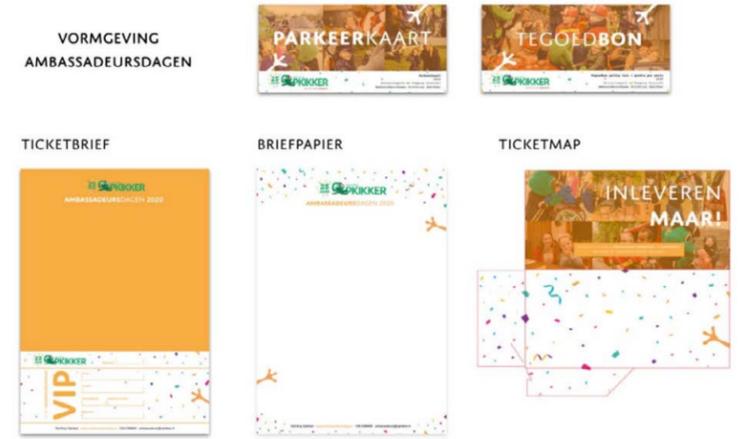
Heb jij al Jubelsokken? Ga naar Opkikker.nl/jubelsokken!



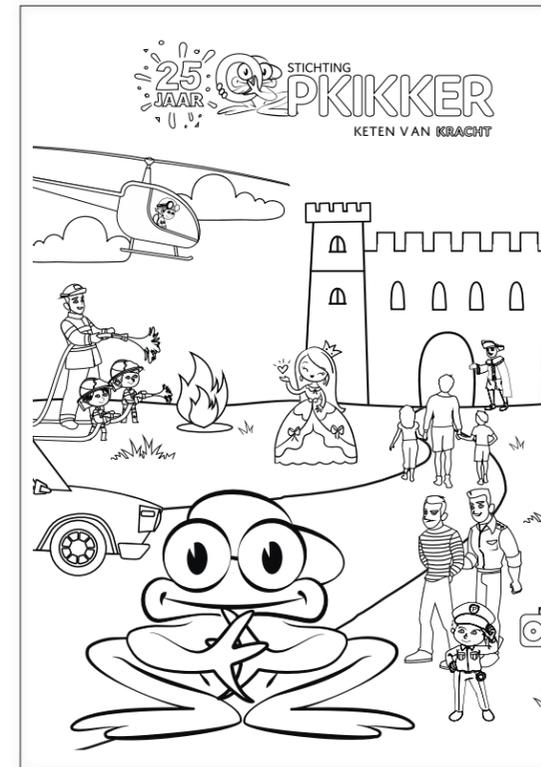
HELP MEE EN STEUN GEZINNEN MET EEN ZIEK KIND

STICHTING OPKIKKER

JUBELSOKKEN



Underneath are four examples of the aftermovies / teasers I made. You can click on the picture and be redirected to Facebook to view the video.



469



1 d.

321 opmerkingen 156 keer gedeeld



609

63 opmerkingen 110 keer gedeeld

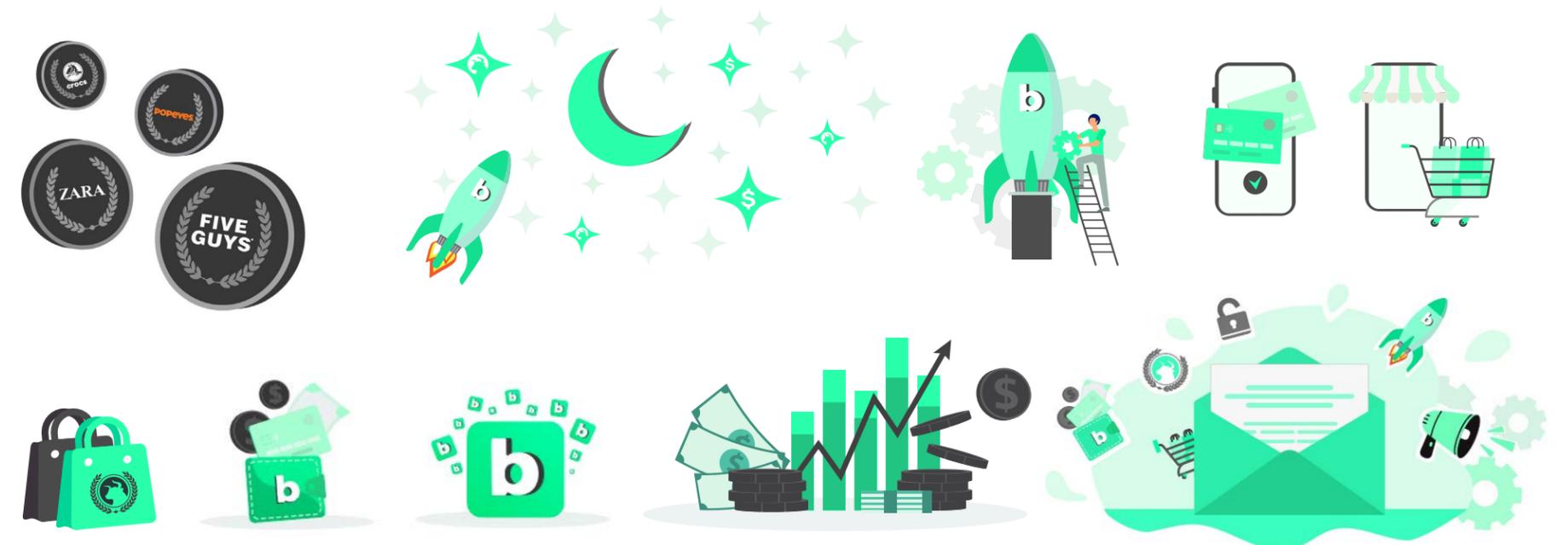
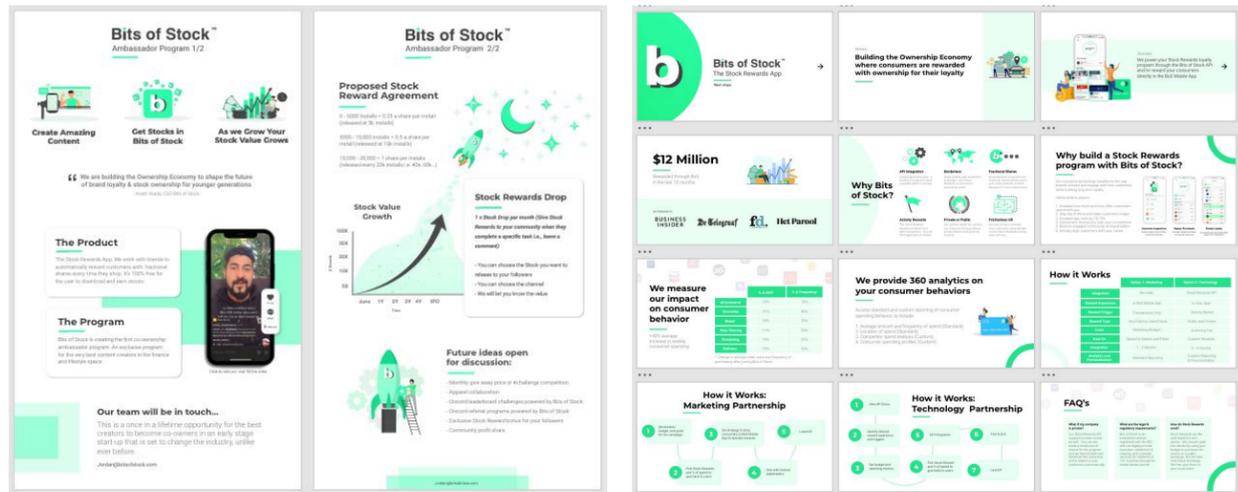


301

89 opmerkingen 31 keer gedeeld



For Bits of Stock I worked on their social media and marketing strategy, produced a video, made social media content and templates, am re-designing their branding and application, made icons for website and app, and made decks for investors and potential clients.

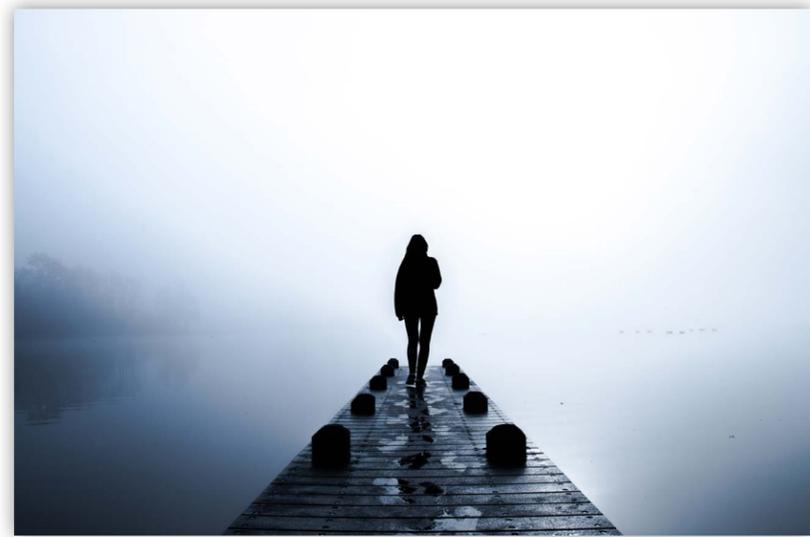


PHOTOGRAPHY

A big passion of mine is photography. I've done multiple (business) shoots, a wedding and a lot of creative work. In 2020 I've had my pictures in different galleries all over the world.

I sell a few of my pictures on [Shutterstock](#).





VIDEOGRAPHY

Next to photography, I love to do videography too. I make videos for business' or small commercials or aftermovies. I have my own (4K) camera, stabilisator and studio equipment such as microphones, backgrounds and lights. Here a small collection of videos I made, if you click on them you'll be directed to the video.



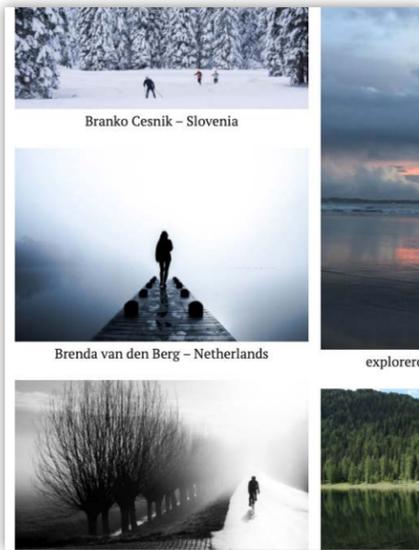
Berlin - BBA Gallery, black and white exhibition



London - London Brick Lane Gallery - Single Subject exhibition



Barcelona - Valid World Hall - People and places exhibition



Dodho Magazine - Man Vs Nature

