

# RAELLI MALAWAUW

I'm an all-round creative, who has a thing for clean, bold & playful design. Making brands come alive with concept development, art direction, brand identity and digital/print design is what I do.

## EDUCATION

WILLEM DE KOONING ACADEMY  
Lifestyle & Design  
2008 – 2012

GRAFISCH LYCEUM UTRECHT  
Graphic design  
2004 – 2008

## SKILLS

Adobe Photoshop  
Adobe Indesign  
Adobe Illustrator  
Adobe After Effects (beginner)  
Pages – Keynote  
Photography  
Styling  
Concept development  
Languages: NL – ENG

## CONTACT

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References available up on request



## WORK EXPERIENCE

**Hudson's Bay Nederland, June 2017 – March 2019**  
**Designer**

As the graphic designer of Hudson's Bay, I was responsible for all visual content. I was part of the in-house marketing and creative team. Marketing: campaigns, OOH (brochures, flyers, invites and billboards). Digital: website, social and social advertising (Facebook and Instagram), newsletter, Member app and online advertising (displaybanners).

The visual team translates my designs for in store: (visual) communication such as POS, windows and banners. I also helped to develop the playful graphic style.

**WAUW & LULU, February 2013 – January 2019**

**Co-owner, creative director**

When you're looking for something you can't find, it often becomes a reason to start something yourself. That's exactly how WAUW & LULU was born. In 2013, we decided to create our own bag label to offer luxury minimalistic bags that are practical and yet stand the test of time. Equally important is the way we consciously produce and care for the craftsmen who make our bags.

As the creative of WAUW & LULU, I was responsible for all the product designs, brand identity and content.

**PREMIUM INC. January 2015 – May 2017**

**Creative**

I was part of the in-house creative team. At Premium Inc. I was responsible for all the branding and visual content for shoe brand Meyba (Barcelona) and later on for Cruyff Classics.

Digital: website, banners, display banners, online advertising and social content.

Marketing: campaigns (concepting, photography and styling), brochures, flyers, invites and POS.

**PRAKTIJK GABRIELS July 2014 – December 2014**

**Graphic designer**

As one of the creatives of Praktijk Gabriels, I helped Diana with all of her online graphics and advertising.

**MASSIMO DUTTI October 2013 – June 2014**

**Fashion advisor**

**JUST 1961 August 2011 – September 2013**

**Graphic/ print designer**