



Rick van Schaik

Creative Leader

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Skills

- Art Direction
- Design Management
- Project Management
- Creative Mentorship
- Generative AI
- Software
 - Adobe Creative Cloud
 - Microsoft Office
 - HTML & CSS

Education

- Interactief Vormgever
Mediacollege Amsterdam
2010 - 2014

Certifications

- Management Accelerator
Program
GumGum, 2025

Languages

- Dutch
- English

Interests

Family

Kickboxing

Gaming

Free Diving & Snorkeling

Professional Experience

Art Director

GumGum | 2022 - 2026

- Selected to take on the additional role of Project Manager to streamline and oversee the pre-sales workflow.
- Expanded leadership responsibilities to manage a team of full-time employees, overseeing daily operations and career development.
- Built the Photoshop workflow for Smart Designs, conducting internal and client training sessions to successfully drive rollout and adoption.
- Crafted creative best-practice playbooks for verticals such as e-commerce and gamification to educate global clients.

Associate Art Director

JustPremium, A GumGum Company | 2019 - 2022

- Managed a talent pipeline of 2-4 interns annually, converting top talent into full-time roles.
- Translated complex concepts into compelling client presentations, pitches, and mockups that secured new business.
- Optimized ad campaigns for global brands, including AMC and Mercedes, utilizing historical performance metrics and data-driven insights.

Designer

JustPremium | 2015 - 2019

- Developed high-impact digital campaigns for high-profile clients globally.
- Gained extensive experience as digital advertising evolved from static banners to timeline animations and custom HTML, CSS, and JavaScript builds.

Administrative Assistant

Sociale Verzekeringsbank | 2014 - 2015

Designer | Internship

Butter & Fish | 2013 - 2014

Designer | Internship

Tour Diary | 2013