



ALMAR TERMATEN

SENIOR ART DIRECTOR

BRAND DIRECTION
CREATIVE LEADERSHIP

CONTACT

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PROFESSIONAL DEVELOPMENT

TPC Leadership - Grow 1 on 1 Programme
2021

Digital Illustrations with ProCreate
2020

Science of character animation
2019

Management 4.0
2018

EDUCATION

BACHELOR

Communication and Multimedia Design
2021- 2024
Coursework completed (degree not completed)

PROFILE

Senior Art Director with 20+ years of experience translating business ambition into brands people recognise, understand and trust. Partners with executive leadership to shape brand direction, build creative capability and create consistent customer experiences that deliver long-term commercial value.

WORK EXPERIENCE

IRDETO

SENIOR ART DIRECTOR | 2024 – Present

Own the creative direction of Irdeto's global brand, partnering with executive leadership to ensure every customer touchpoint reflects the company's position as a market leader while balancing consistency with continuous brand evolution.

- Trusted advisor to senior leadership, including the CEO, translating business priorities into creative direction and brand decisions.
- Shape the long-term evolution of Irdeto's global brand, keeping it relevant while protecting the recognition customers already trust.
- Lead the creative vision for Irdeto's flagship presence at IBC and more than 30 international exhibitions annually, creating experiences built around customer engagement and commercial objectives.
- Transformed the exhibition development process by bringing concept development in-house, increasing creative control, improving procurement efficiency and reducing concept development costs by approximately 10%.
- Provide final creative approval across initiatives spanning EMEA, APAC, LATAM, the US and Canada, leading four designers and directing approximately fifteen specialist partners.

SENIOR MANAGER, DESIGN | 2021 – 2024

Connected business priorities with creative execution, leading major brand initiatives while strengthening the design function and expanding its commercial impact.

- Led branding across digital products, corporate communications and international events.
- Evolved Irdeto's design system into a framework that enabled teams across multiple regions to deliver a consistent global brand experience.
- Replaced traditional PDF collateral with interactive digital experiences, improving customer insight, version control and content agility through analytics.
- Recipient of the CEO Award for outstanding contribution.

SKILLS

- Art Direction
- Creative Leadership
- Brand Strategy
- Stakeholder Management
- Team Leadership
- Brand Governance
- Design Systems
- Visual Identity
- Digital Experiences
- AI Workflows

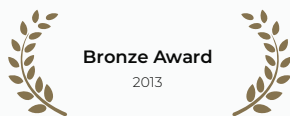
SELECTED BRANDS

Apple • Denuvo • Heineken • Illias •
Irdeto • Naspers • Prosus

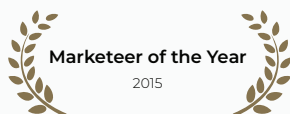
LANGUAGES

Dutch	Native
English	C1 (Advanced)

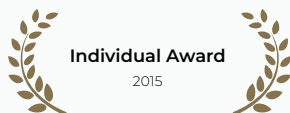
AWARDS



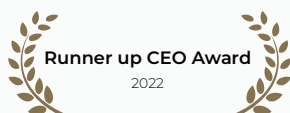
Led Irdeto's complete rebrand, modernising its corporate identity and presentation system.



Recognised for outstanding creative contribution and impact across marketing initiatives.



Recognised for transforming Irdeto's trade show experience through a stronger creative approach.



Recognised among Irdeto's top-performing employees company-wide.

CREATIVE OPERATIONS MANAGER | 2018 – 2021

Built the operational foundation for a growing creative function, introducing the structure, processes and collaboration needed to scale creative delivery without compromising quality.

- Recruited, mentored and developed the in-house creative team, growing the department from one to five designers.
- Introduced structured planning, workflow management and project prioritisation, strengthening collaboration across design, marketing and business teams.
- Implemented shared resources and standardised creative processes, improving consistency, efficiency and knowledge sharing.
- Helped establish the creative team as a trusted partner to the wider business.

GRAPHIC DESIGNER | 2013 – 2018

Strengthened Irdeto's global brand through thoughtful design, modernising visual communications while preserving the consistency and recognition expected of a market leader.

- Modernised marketing, digital and exhibition communications across global customer touchpoints.
- Translated complex technologies into engaging customer experiences across print, digital and live events.
- Continuously evolved the brand, keeping it relevant without compromising recognition or consistency.
- Recipient of the Bronze Award and Marketeer of the Year Award.

21 DESIGN

OWNER | ART DIRECTOR | 2021 – Present

Provide independent brand consultancy and art direction to founders and leadership teams, translating business ambition into brands with clarity, consistency and purpose.

- Built an international client portfolio across Europe and the United States, with the majority of work generated through referrals and long-term professional relationships.
- Trusted by recurring clients including emnify and ILIAS to provide ongoing creative leadership across branding, exhibitions and marketing communications.
- Begin every engagement by understanding the business, challenging assumptions and defining direction before creative work begins.
- Transform business vision into distinctive visual identities and communication systems that create consistent brand experiences across every customer touchpoint.