I DON'T JUST DESIGN BRANDS.

I HELP BUILD THEM.

Coen Visser
Senior Visual Designer

Building brands from the inside.
From shared direction to everyday design.



Stay Awesome

Coen Visser

Inside the work.

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Close to the brand. Closer to the work.

I help brands take shape, find their voice and become part of everyday life.

My work connects visual identity with the people who use it. I build on what is already there, develop what is missing and turn a shared direction into a consistent design language.

HOW I WORK

01 **Understand the starting point**

Get close to the brand, its values and the people behind it.

02 **Develop the direction**

Explore ideas and refine them through dialogue with marketing and creative colleagues.

03 **Make it work in practice**

Translate the direction into guidelines, content and usable applications.

01



BLUETECH

ENGINEERING / BUILDING FROM WITHIN

A brand built around people.

THE BRAND & BRIEF

Bluetech Engineering connects technical professionals with employers and supports their development. The brandbook translates its people-focused culture into a shared language for communication.

MY ROLE / VISUAL DESIGNER

I contributed to agency selection, brand values and the manifesto, then helped develop the original guide into a broader brandbook for everyday use.



COLLABORATION

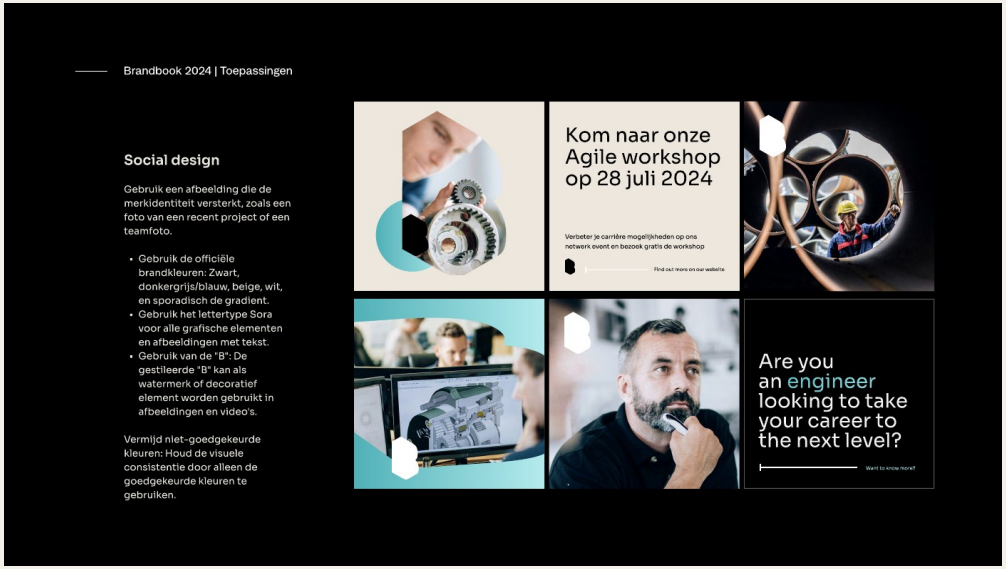
Henry Handsome designed the original identity. I worked with the Marketing Manager to expand its photography, tone of voice, social templates, She Means Business and Bluefit Club.

FROM THE ORIGINAL IDENTITY TO ITS EVERYDAY EXPRESSION

A foundation. A fuller expression.

2024

ORIGINAL IDENTITY / HENRY HANDSOME



A visual starting point

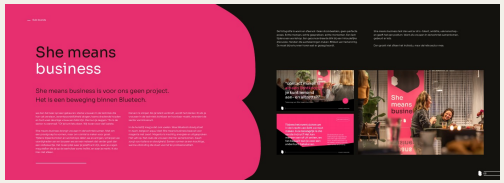
The agency established the original visual identity and initial guidance for applications and photography.

SOURCE: 2024 BRANDGUIDE, PDF P.31

2026

BRANDBOOK DEVELOPMENT / INHOUSE







A broader everyday language

With the Marketing Manager, I developed photography, tone of voice, social templates, She Means Business and Bluefit Club.

SOURCE: 2026 BRANDBOOK, PDF PP.24, 35–36

One family.
Different futures.







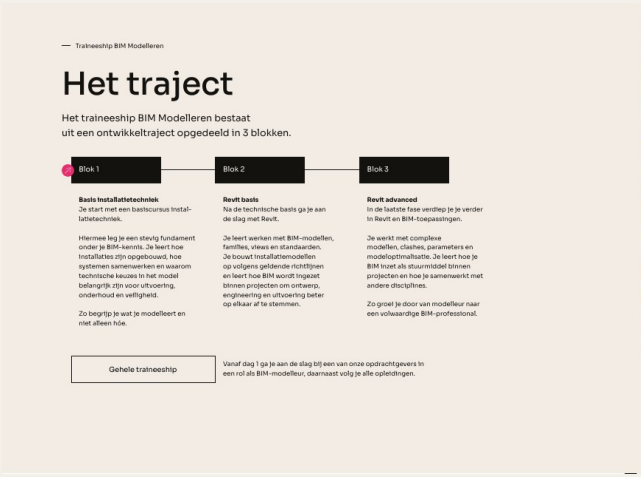


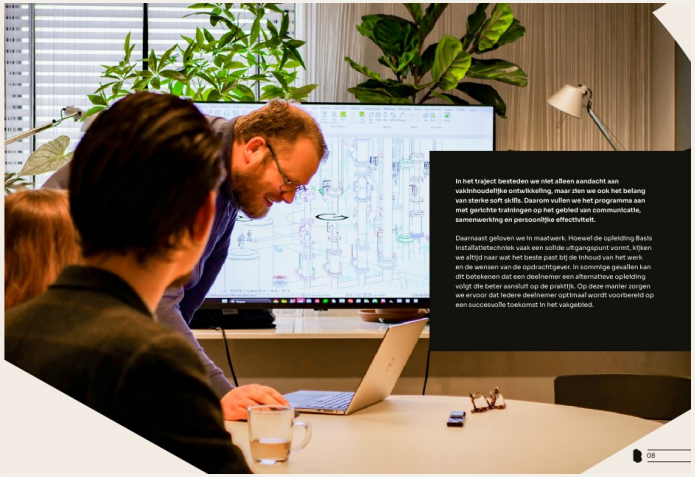


TRAINEESHIP BROCHURES

I developed a series of brochures for Bluetech Engineering's traineeships. Each programme has its own content within a shared brand language.

Make the next step
easy to understand.









PROGRAMME & PROGRESSION

The BIM brochure brings the training programme and career path into the same visual system.

PEOPLE BEHIND THE PROGRAMME



Interviews sit alongside programme information, adding people and experience to the story.

The people behind the brand.

MY ROLE / CONTENT DESIGNER

Alongside my work as a Visual Designer, I work as a Content Designer for Bluetech Engineering.

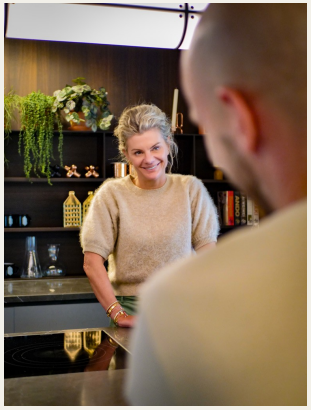
I interview professionals, trainees and clients to bring their experiences and perspectives into the brand story.

WRITTEN STORIES & VIDEO

The interviews appear as written stories, with some also presented in video format.








Many voices. One brand.

PROFESSIONALS / TRAINEES / CLIENTS



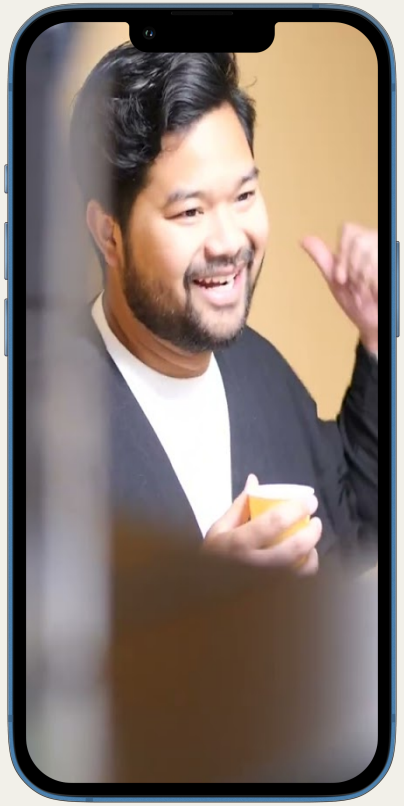
Small screen. Real stories.

Community moments, events and a look inside the world of engineering.



Inhousedag / Student associations

WATCH VIDEO



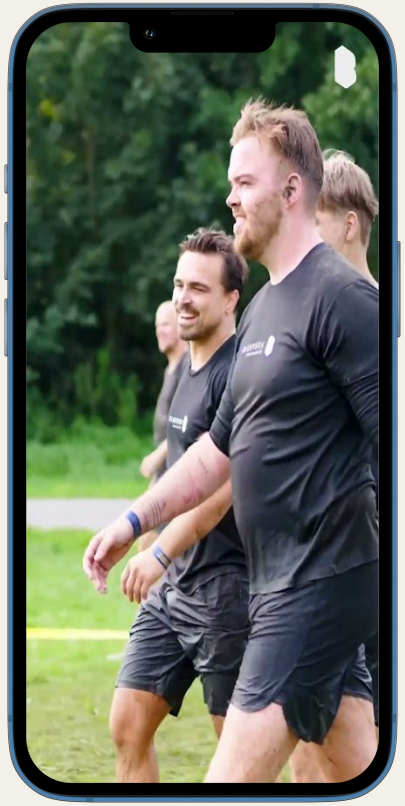
Inside Engineering 2026

WATCH VIDEO



LAN party

WATCH VIDEO



Mudmasters 2026

WATCH VIDEO

Stories in motion.

A selection of video content for Bluetech Engineering, alongside my work in visual design and written interviews.



Marketing 2025 / Recap

WATCH VIDEO



Bluetech Engineering / Trots

WATCH VIDEO



Nienke on tour / Vrouwendag 2025

WATCH VIDEO

Events, people and engineering stories - brought together through video.

02



QAPTER

GLOBAL / A SHARED VISUAL LANGUAGE

One brand.
Across borders.

THE BRAND & BRIEF

Qapter is a Solera brand for vehicle repair estimating and claims solutions. The global marketing standards bring its visual identity together across advertising and digital channels.

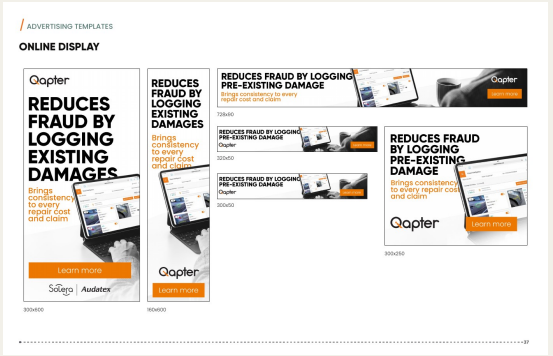
MY ROLE / GLOBAL GRAPHIC DESIGNER

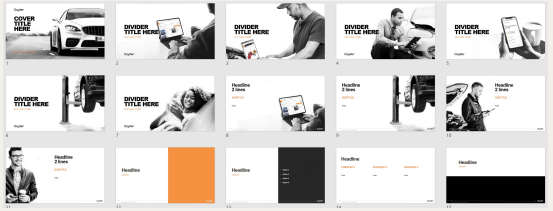
With the existing logo as a starting point, I designed proposals for the brandbook, presentation template and marketing applications.

COLLABORATION

The Marketing Manager provided feedback and approval. The video lead contributed input as I developed and refined the design proposals.







Advertising and display applications, alongside the Qapter presentation template.

QAPTER / MARKETING STANDARDS & PRESENTATION TEMPLATE

03



SOLERA

NL & GLOBAL / IDENTITY IN PRACTICE

From core identity to a connected system.

THE BRAND & BRIEF

Solera provides software for risk and asset management. The Netherlands brandbook extends the corporate identity into a practical system for local applications and subsidiary brands.

MY ROLE / GRAPHIC DESIGN ASSOCIATE NL

The logo, orange and typography were established. I developed the remaining visual elements, including the system for subsidiary brands and their colour palettes.

COLLABORATION

I worked with the Product Development Manager, Managing Director and Sales Manager on the brandbook.



BRANDBOOK / SOCIAL MEDIA APPLICATIONS





A variety of stories.

In print and digital.









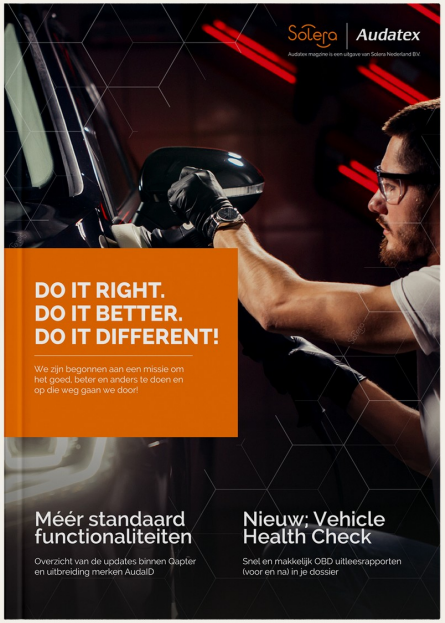
PRODUCT CAMPAIGNS & COMPANY HISTORY

Complete campaign layouts, combining real-world situations with product-led messages and the history of Audatex.

From cover to cover.

EDITORIAL DESIGN

Business updates, product stories and industry developments brought together in a consistent editorial format.







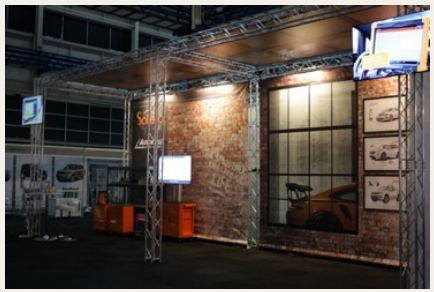




Bring the brand into the room.









A WORKSHOP / GARAGE SETTING

The stand translated the Solera identity into a workshop-inspired environment, using posters, licence plates and views into a parking area or data centre.

FROM CONCEPT TO EVENT

The archive combines stand visualisations with photographs of the built environment.

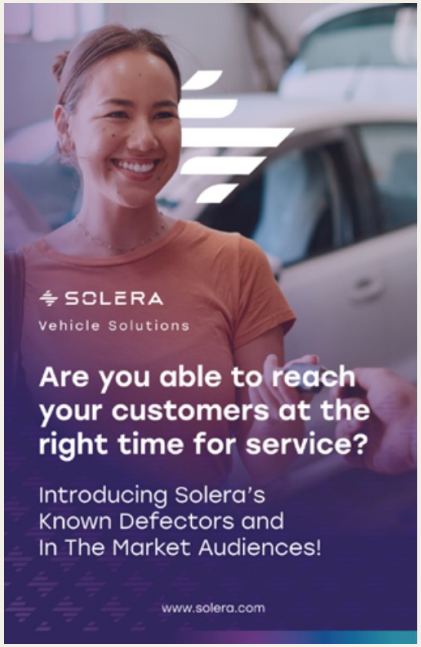
A new global identity.
A broad rollout.

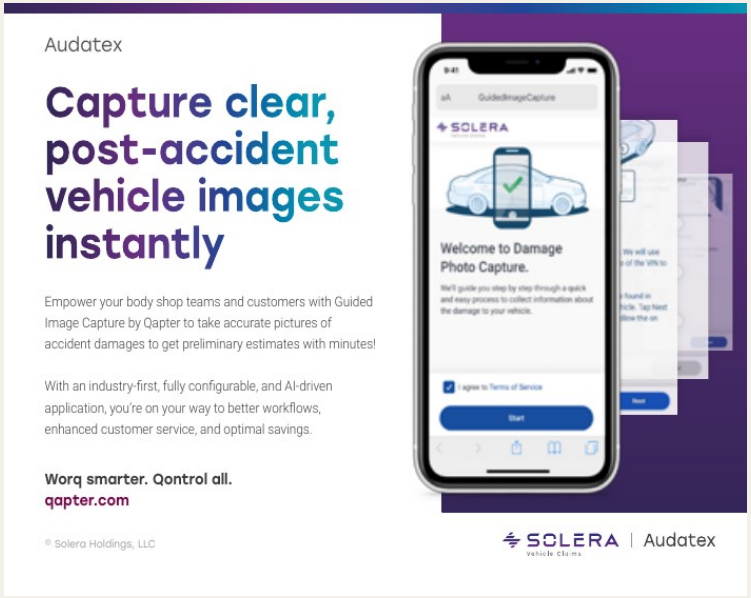
THE STARTING POINT

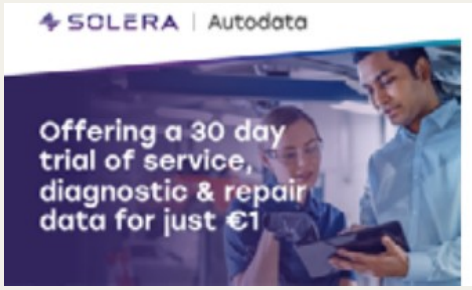
Solera introduced a new corporate identity in 2022. The established orange identity gave way to a new global system, requiring existing assets to be recreated.

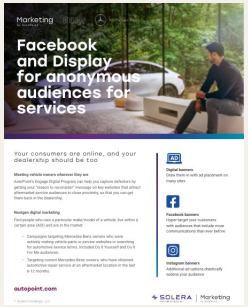
MY CONTRIBUTION

My work applied the new identity across online and print advertising, email headers and product applications.

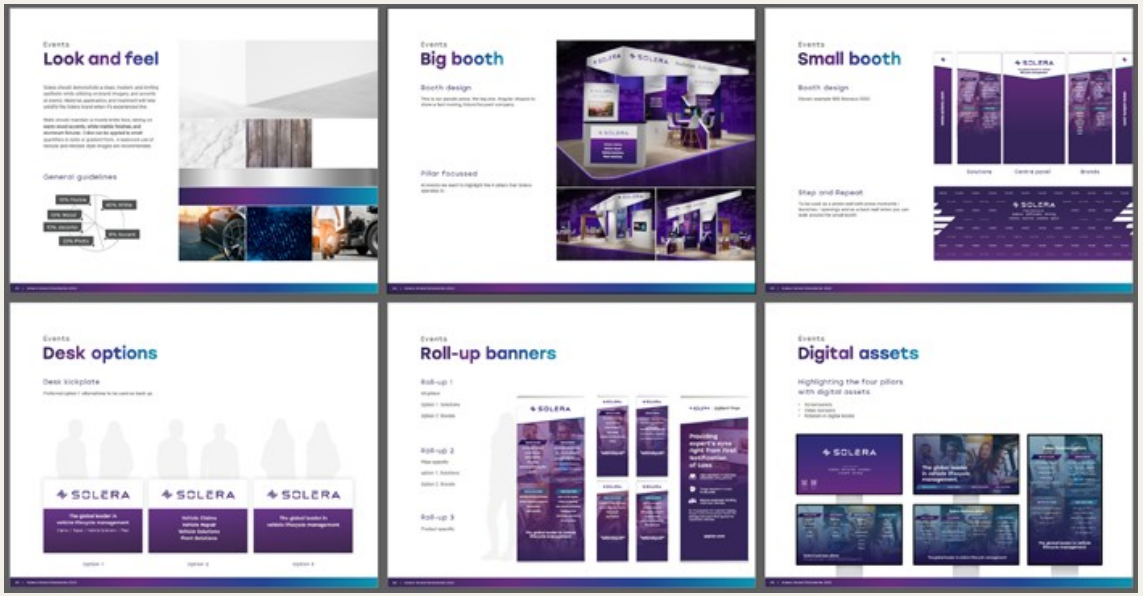








One system.
Many event spaces.







A MODULAR DESIGN MENU

Working as a design team with a stand builder, we developed options for Marketing Business Partners to select from. The system supported distinct booth configurations for events across multiple countries.

Stories in motion.

MY CONTRIBUTION

Alongside identity design, I contributed to video productions and also created videos independently.

The work combines footage filmed on site with stock material, using the storyline to connect the message and the images.

Customer interviews, internal promotion, events and product demonstrations.



Customer interview

WATCH VIDEO



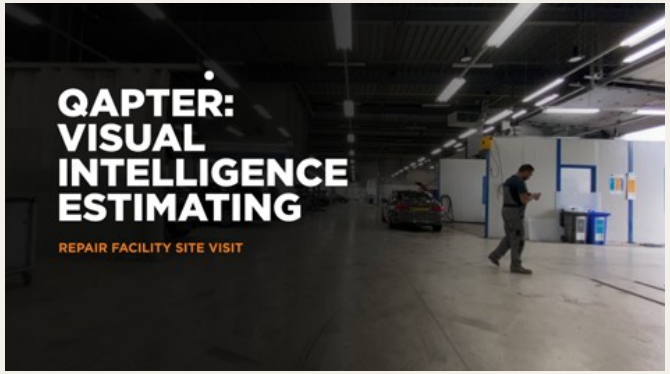
PlanManager / Internal promo

WATCH VIDEO



Solera events

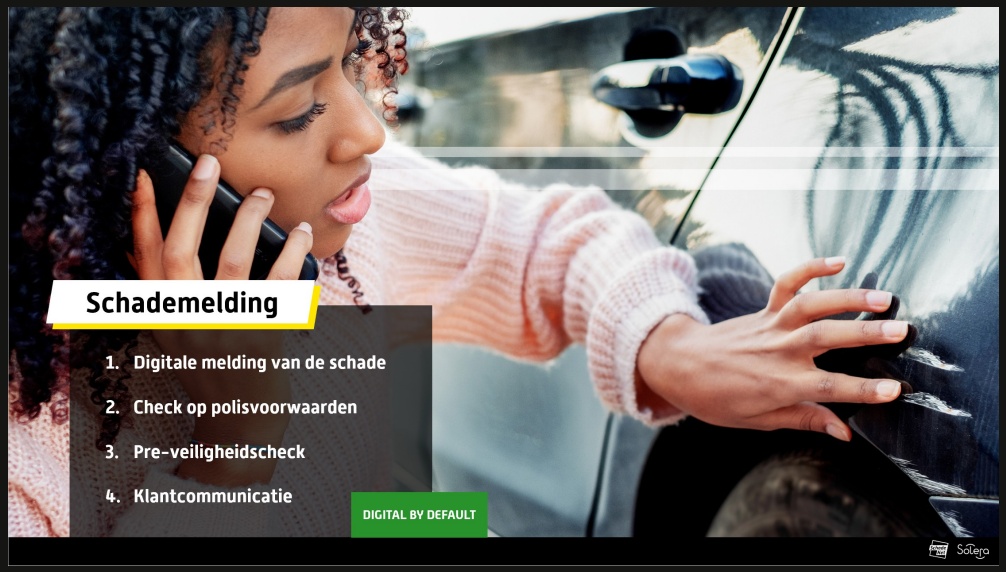
WATCH VIDEO



Qapter / Product demo

WATCH VIDEO

04



SCHADENET

PRESENTATIONS / ILLUSTRATION / EDITORIAL

A character with a story to tell.







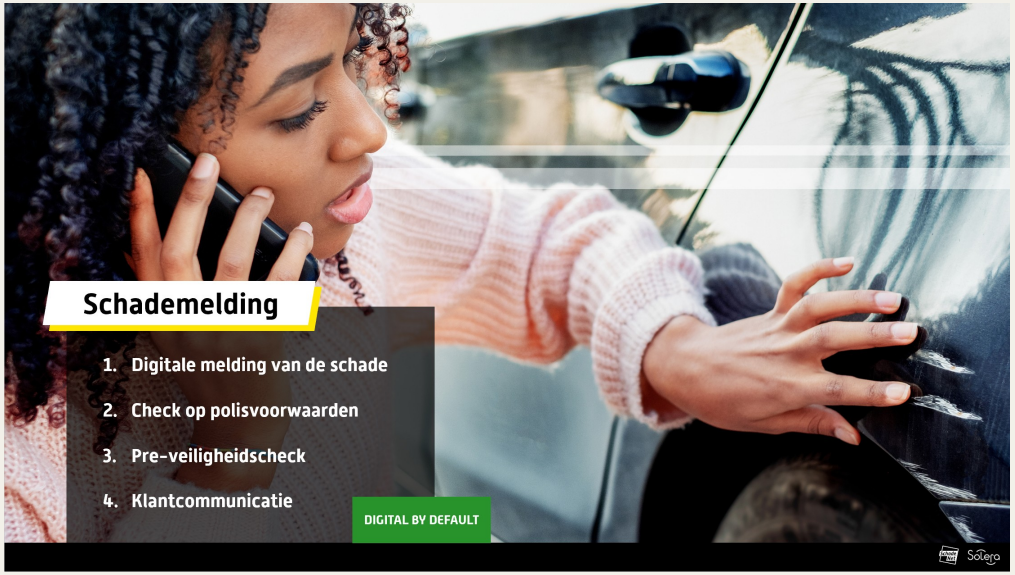
FROM MAGAZINE TO EVENTS

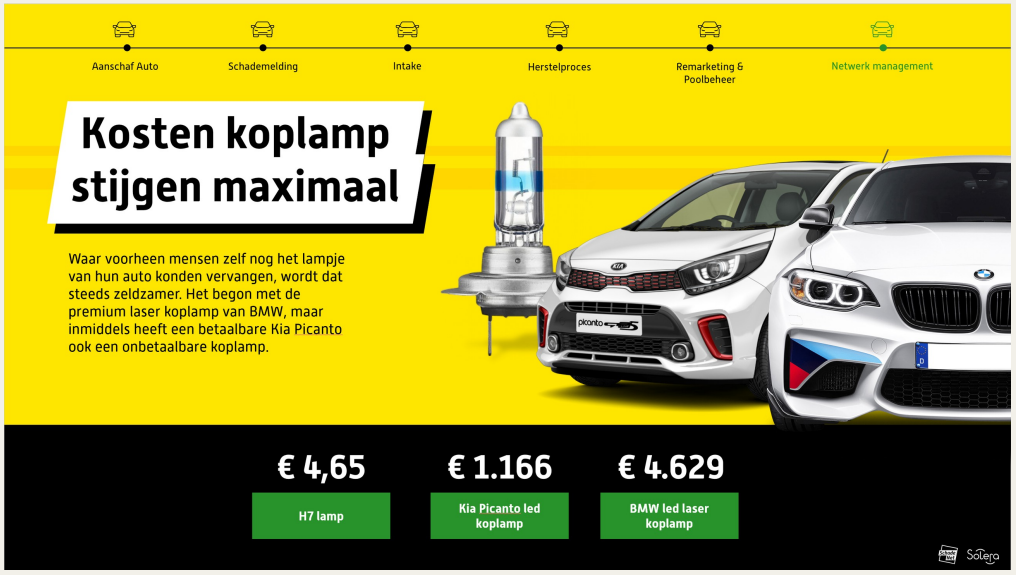
My support for Schadenet began with a magazine for prospective clients. I created a character and extended it into different scenarios and event materials.



CHARACTERS / ROLES & VARIATIONS

From human stories to complex information.





Put the customer in the picture

Photography introduces the claims experience. The title panel and dark text area keep the process steps clear within a full-image layout.

Make the comparison visible

A bold headline, product imagery and a separate price band make a technical cost comparison easy to scan. The journey line locates it within the wider presentation.

A system for every slide.

THE PROJECT

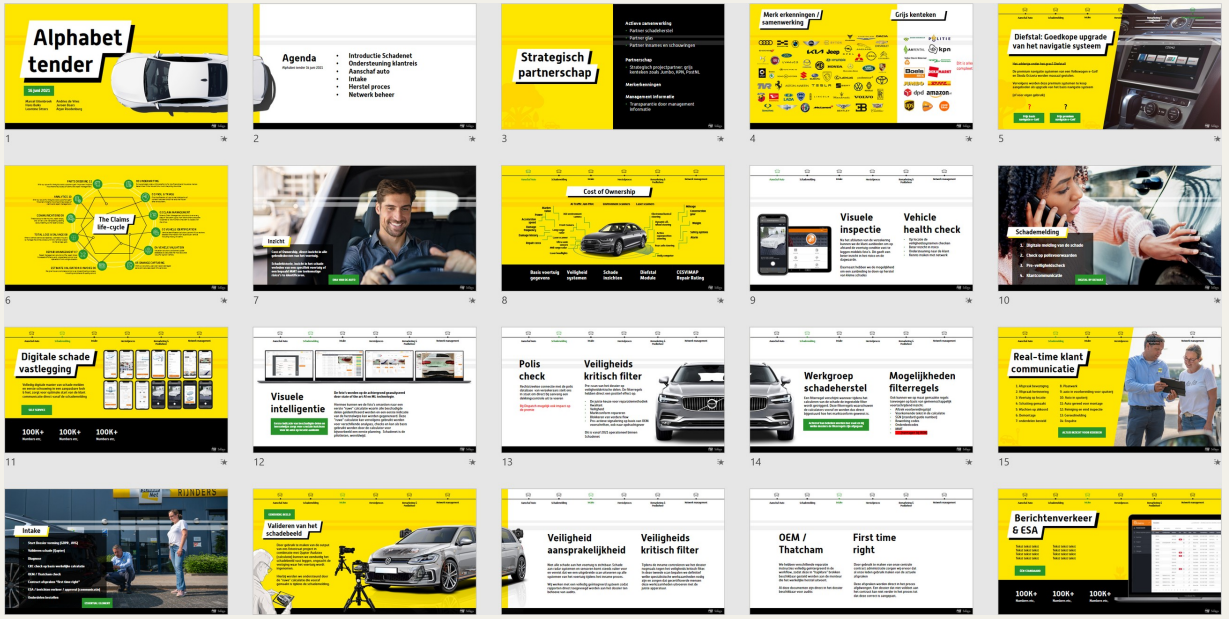
A complete PowerPoint template for Schadenet, shown here in an Alphabet tender presentation. The material covers the customer journey, repair processes and commercial information.

MY CONTRIBUTION

I developed the complete PowerPoint template, creating a consistent visual framework for different types of presentation content.

COLLABORATION & REVIEW

I worked with Solera's Key Account Manager to gather input. The template was then submitted to the Product Development Manager and Schadenet's CEO for approval.



ONE TEMPLATE / MULTIPLE CONTENT TYPES

Overview of the supplied tender presentation: opening slides, section breaks, diagrams, product examples and detailed information.

05



EN JIJ

RECRUITMENT / FROM NAME TO EVERYDAY BRAND

A brand that starts a conversation.

THE IDEA BEHIND THE NAME

En Jij comes from everyday Dutch conversation: "En jij dan?" What are you doing these days? What do you think? What will you do tomorrow?

MY ROLE / COMPLETE BRAND CREATION

I developed the complete branding for this recruitment agency: the name, adaptable slogan and visual identity. I also built reusable template files and designed the vehicle graphics.





A flexible slogan starts with "En jij?" and changes with the subject. For example: "Morgen weer in de file?"

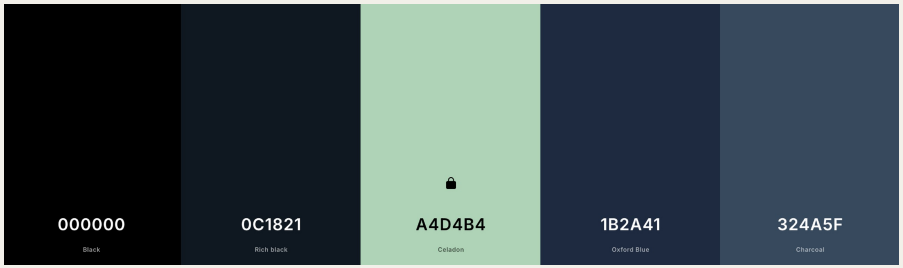
One identity.
Ready to use.





REUSABLE TEMPLATE FILES

I built template files that keep the identity consistent while the slogan changes with the subject. "En jij?" is the recurring opening for different messages.



COLOUR, TYPE & IMAGE

A bold wordmark, celadon green, dark blues and monochrome photography give the templates a recognisable visual language.

Taking the brand on the road.

The slogan adapts to its context. On the car: "En jij? Morgen weer in de file?"





06



REGIANE BEAUTY

COMPLETE REBRANDING / WARMTH, CARE & QUIET LUXURY

From shine to a smile.

MY ROLE / COMPLETE REBRANDING

I redesigned the brand identity, updating the logo and colour palette to create a warmer, more luxurious presence with a hotel-chic feel.

A SMALL CHANGE. A DEEPER MEANING.

I subtly changed the original slogan, "makes you shine", to "makes you smile". Alongside beauty treatments, Regiane Beauty offers care such as medical pedicure.

The new line expresses the feeling behind a visit: time to unwind, feel at ease and be yourself again.

REGIANE BEAUTY

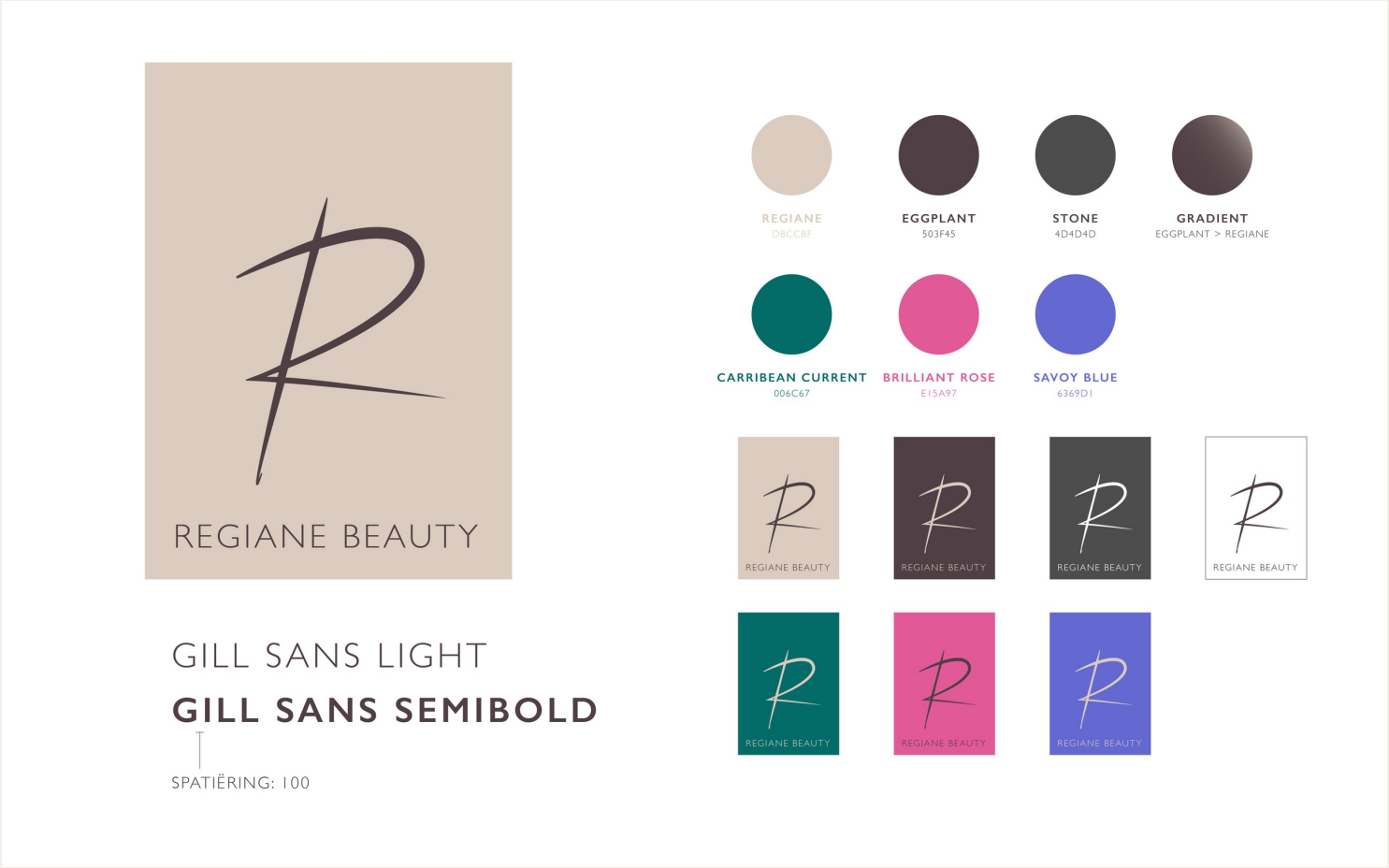
makes you shine
makes you smile





Warmth in every detail.

A refined logo, soft neutrals and deep eggplant tones bring the hotel-chic direction to life.





QUIET LUXURY

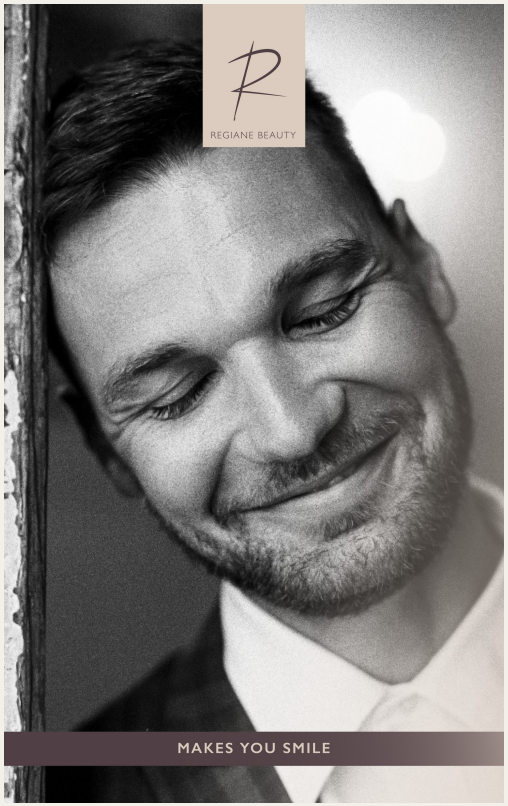
The refreshed identity combines elegant typography with a warm palette. The photographic language keeps the brand close to people.

A feeling you can see.

Expressive black-and-white imagery makes the new promise visible: warmth, ease and a smile.









Logo, colour and photography come together across branded imagery and social banners.

07

Solera

SharePoint

Structure, content and departmental ownership.

BLUETECH ENGINEERING

Circle

A home for the community. Leadership of the implementation.

MAKING CHANGE

WORK FROM WITHIN.

Structure first. Ownership next.

THE PROJECT

SharePoint was new to the organisation. Together with the Office Manager, I shaped which departments needed a page and what each page should contain.

MY ROLE & COLLABORATION

We developed the complete hierarchy and page content together, then handed responsibility over so people could manage their own departmental SharePoint pages.

THE CHANGE

The project moved from a centrally developed structure to ownership within the departments.

01 ## Define the structure

Identify which departments need a page and establish the hierarchy.

02 ## Develop the content

Determine what belongs on each page and give the structure its content.

03 ## Transfer ownership

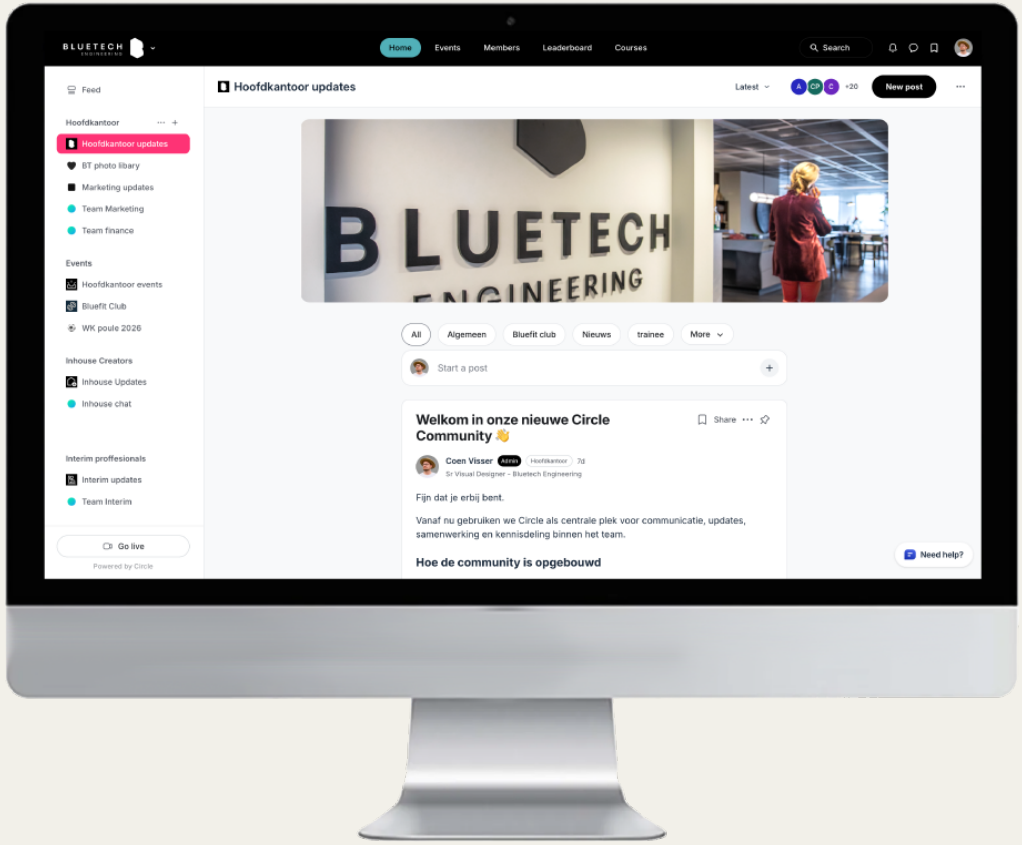
Hand over responsibility for each departmental page to the people maintaining it.

A home for the community.

BLUETECH ENGINEERING

THE PROJECT

Community is an essential part of Bluetech Engineering. We explored Microsoft Viva Engage and WhatsApp Communities before choosing Circle as a home base for the community and its latest news.



MY ROLE / IMPLEMENTATION LEAD

I have full ownership of the implementation and responsibility for making the rollout a success.

THE FOCUS

Turning the platform choice into a community home that works for Bluetech.

08



PRODUCT / UI

SOLERA & DIGIDENTITY / SELECTED INTERFACE WORK

VHC360

Vehicle Health Check

SOLERA / PRODUCT & UI

A vehicle health check interface presented on a dedicated diagnostic tablet.

MY CONTRIBUTION

I applied the brand identity to the existing UX and advised on workflows.



De Werkplaats App

Workshop tools on mobile.

SOLERA / MOBILE INTERFACE

A mobile interface for workshop tasks, with large icon-led navigation and a consistent visual language.

MY CONTRIBUTION

I applied the brand identity to the existing UX and advised on workflows.



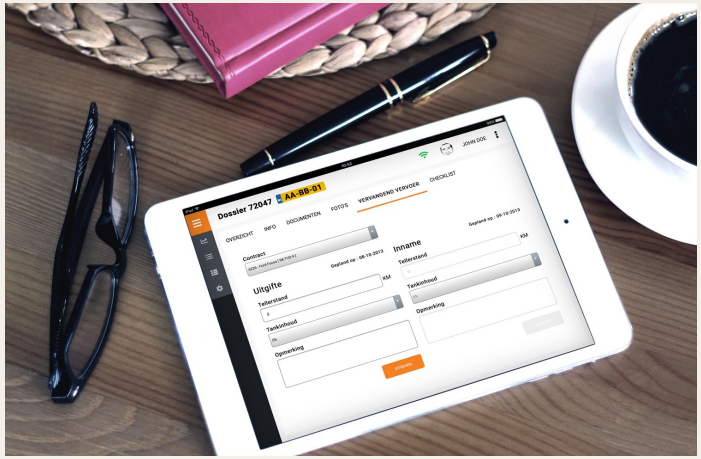
De Receptie App

A broader UX review.

SOLERA / PRODUCT DESIGN

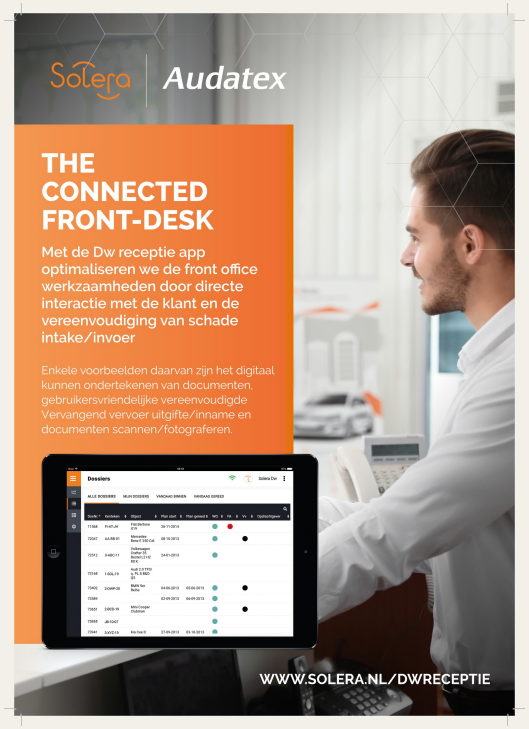
For the Reception App, the project involved reviewing the wider UX and applying a lighter version of the Solera identity.

This work complemented the visual updates to the Workshop App and Vehicle Health Check.



INTERFACE & PRODUCT COMMUNICATION

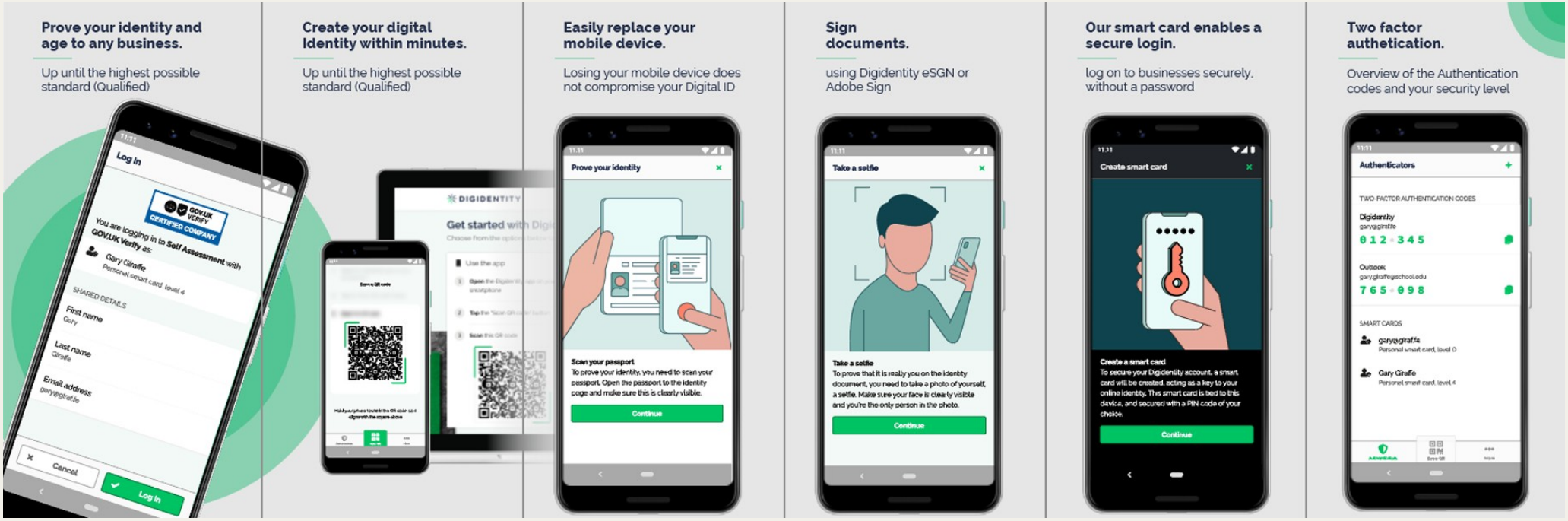
From the application itself to the campaign introducing it.



WATCH PRODUCT DEMO

Digidentity

Digital identity on mobile.



MY CONTRIBUTION

I applied the brand identity to the existing UX and advised on workflows.

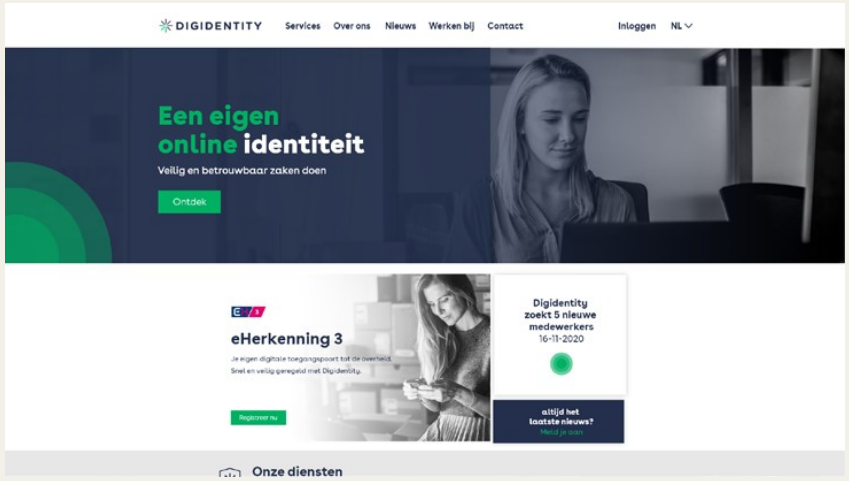
A brand across every touchpoint.

2021 / BUILDING ON THE TEMPLATE

An external agency created the presentation template. I used that foundation to develop website updates, social posts, app-store imagery and product one-pagers.

2022 / IMPLEMENTING THE NEXT IDENTITY

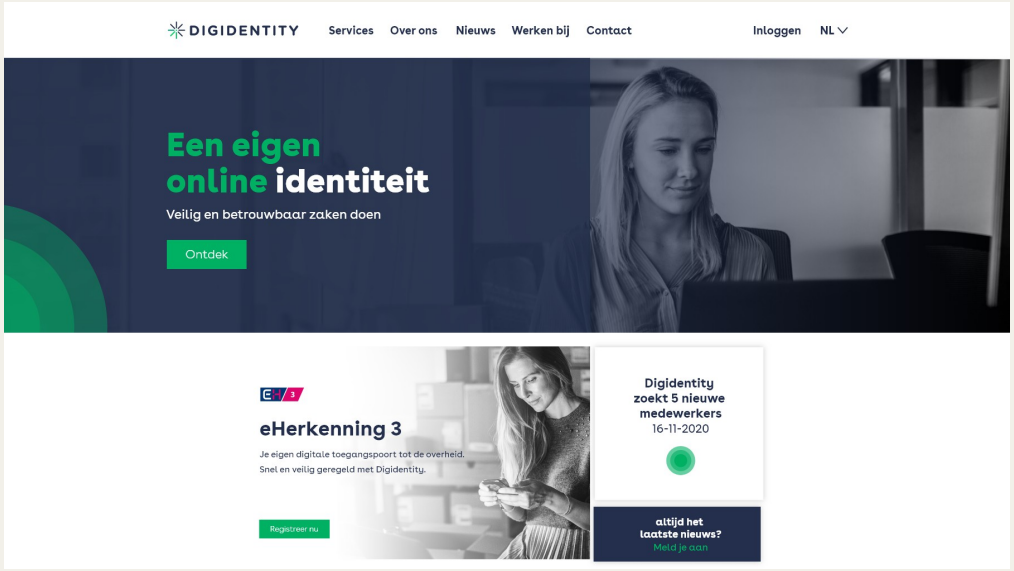
When Digidentity changed its identity again in 2022, the rollout required the existing assets to be recreated in the new style.





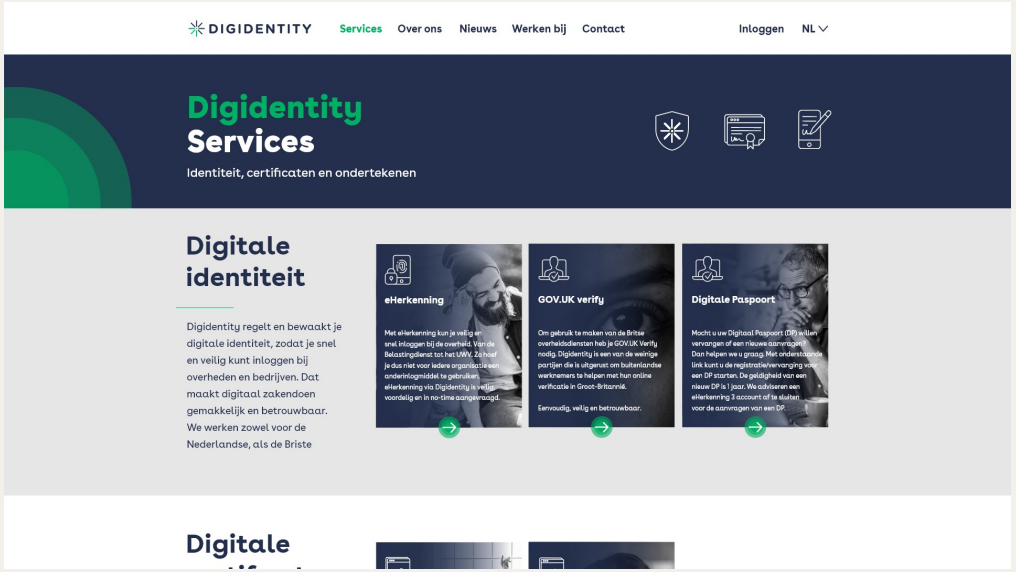


Digital identity.
A clear visual language.



HOMEPAGE

Brand imagery, typography and colour establish a consistent introduction to digital identity.



SERVICES OVERVIEW

The same visual language carries through to the service cards, icons and supporting information.

Part of the team.
Part of the organisation.

CREATIVE LEADERSHIP

Team Lead Concept Designers

As Team Lead Concept Designers within the global design team, I worked in a three-person concept design team. I balanced workloads across the team and reported to the Creative Director.

ORGANISATIONAL INVOLVEMENT

Contributing beyond the design role.

Across my roles, I have also been involved in the life of the organisation through staff event committees and employee sounding boards.

In good company.

What colleagues say.

Julian Hoxhaj

Graphic Designer / Solera

"Great team player, always there to push "good" into "better" for every project."

Audrey River

Marketing Manager / Solera

"Coen leads by example and many people at Solera find his enthusiasm and dedication both inspiring and motivating."

Fred Slikker

Managing Director / Digidentity

Translated excerpt / Dutch

"He brings a critical perspective that helps improve our communication."

Thomas Hermans

Managing Director / Solera Netherlands

"His attention to detail, commitment to quality, and ability to meet deadlines make him a reliable and trustworthy team member."

Eva Slot

Interim Marketing Manager / Bluetech Engineering

Translated excerpt / Dutch

"He thinks strategically and is a constant source of ideas, even when the whole team seems to be stuck."

SELECTED EXCERPTS FROM LINKEDIN RECOMMENDATIONS

Doen met Coen

coenhj@gmail.com +31652172449