

# Portfolio

# Asja Keeman

Studio Asja Keeman seeks to create meaningful, authentic visual experiences that are rooted in vulnerability, equality, and respect. Our passion is using the art of storytelling and Graphic Design to amplify unheard stories.

By working together, we can strive towards building a better world where empathy, collaboration, and justice are at the forefront of our collective efforts.



→ Asja Keeman, 2021, photo by Repko van Husen and Eline Vis



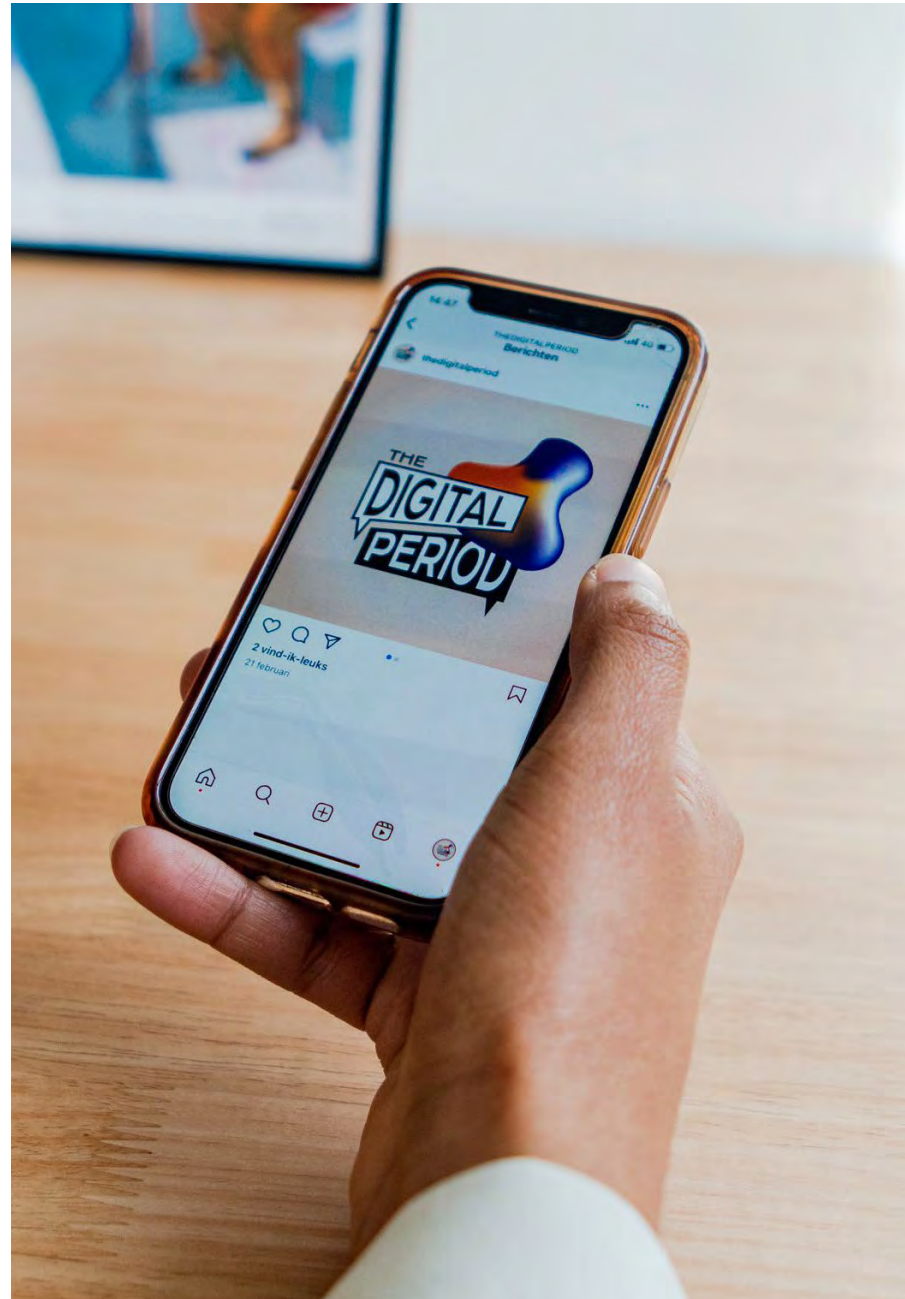
# 03

## The Digital Period

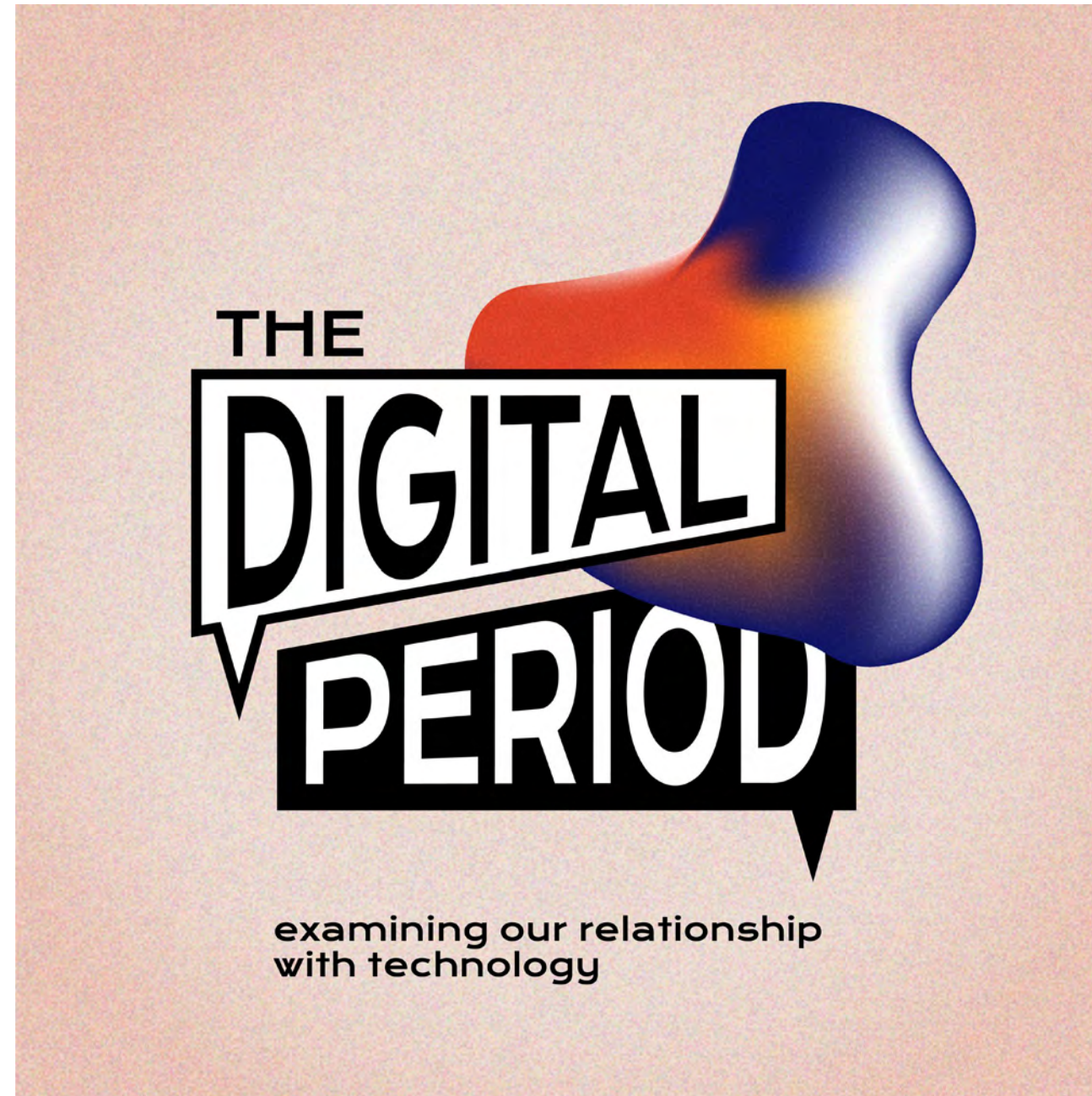
- Art director
- Brand identity design
- Communication design

The Digital Period is a platform that raises awareness and understanding about the impact of technology. The project examines, through open conversations, what exactly is going on

behind period tracking apps many use daily. This project involved the development of the overall art direction, a custom brand identity and several Podcast visuals.



→ Photo by Sacha Verheij







**"Asja Keeman has the "Humanity House feel" in both her creations and mindset, which is why she has been our creative partner for many years. We greatly benefit from her creative and professional eye. In addition, she is very pleasant to work with."**

Communications advisor at Humanity House



# 06 VluchtelingenWerk

→ Communication design

VluchtelingenWerk supports refugees and asylum seekers from the moment they arrive in the Netherlands until they find their way independently. This project involved the development of a custom Google Slides and PowerPoint presentation template that can be used by the entire organization. This template will help them present their mission and goals in a consistent and professional manner, reinforcing their message and enhancing their impact.



### Gezinshereniging en je eigen huis

01

#### Gezinshereniging

Als je in Nederland mag blijven, krijg je officieel een vluchtelingenstatus en een verblijfsvergunning. Je hebt dan recht op gezinshereniging.

02

#### Recht op advocaat

Maar je krijgt geen advocaat in deze ingewikkelde procedure, die soms jaren duurt. Daarom helpt een vrijwilliger je om gezinsleden naar Nederland te krijgen.

03

#### Maatschappelijke begeleiders

je nieuwe woonplaats maak je kennis met onze lokale vrijwilligers, waaronder onze maatschappelijk begeleiders.

### Inburgeren en een baan vinden

De overheid verplicht jou inburgeringslessen te volgen. Je kunt bij ons terecht voor een inburgeringstraject. Naast deze lessen oefen je je Nederlands in de praktijk met onze vrijwillige taalcoach. Zodra je een verblijfsvergunning (status) hebt mag je werk gaan zoeken in Nederland. Je moet daarvoor een heel nieuw netwerk opbouwen en bent nog maar net bekend aan het raken met de Nederlandse cultuur. Je kunt daarom terecht bij onze vrijwillige arbeidscoaches.

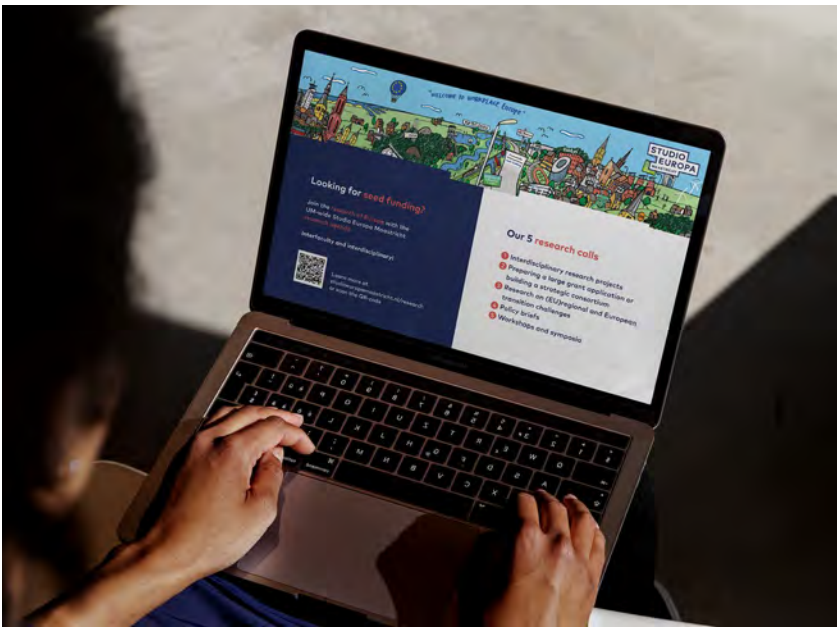


# 08 Studio Europa Maastricht

- Communication design
- Promotion design

Maastricht as a place to work and meet for a debate, to bounce ideas around and to develop a vision around European themes – that’s the ambition of Studio Europa Maastricht. This on-going collaboration involved the development

of various communication and promotion materials. Such as, brochures, annual reports, posters, and Social Media templates. This helps them present their mission and goals in a consistent and professional manner.



**"At Studio Europa Maastricht, we have been working with Asja for two years to our great satisfaction. She designs for us brochures, posters and templates for social media messages, among other things. It is a pleasure working with Asja. She is not only friendly, but also thinks along with us in terms of content. In addition, she is flexible, even when it comes to short deadlines, and the quality of her work is high. We look forward to continuing to realize successful projects with her."**

Valentino Vondenhoff, Communications advisor at Studio Europa Maastricht







# Herenstraat

- Photobook design
- Editor
- Exhibition design

Mariëtte Lock's photobook is a response to the stigmatized image of the residents of Herenstraat portrayed by the local and national media. She captures personal and intimate moments that offer a nuanced per-spective on this community.

It employs the story-telling technique of symbolism to convey the feelings of emptiness and isolation. This is achieved through the use of white space which serves to emphasize the depth and complexity of their experiences.





# St. Joost Art Academy

- Teaching
- Workshop leader

3-day workshop called "Storytelling in photo books" for 3rd and 4th-year photography students. The workshop teaches students about storytelling techniques. They learn how to identify these techniques in existing photobooks

and how to use them in their own work. After the lesson, students get to apply these storytelling techniques and create their own photobook dummies.



→ Photos by Jet Siemons Fotografie

**Join studio Asja Keeman and let's  
work together to make a difference  
by amplifying unheard stories.**

**Together, we can strive towards  
building a better world where empathy,  
collaboration, and justice are at the  
forefront of our collective efforts.**

**info@asjakeeman.com**



# Thank you