Oscar Smeulders

Digital designer · UX/UI · AI workflows

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The tools change, the curiosity doesn't. From the early web to AI.

Since 1999 I've been carrying brands beyond the logo, from Nike, MTV and KPN with my own studio NLXL to healthcare, media and the public sector: brand identities, templates, exhibition stands, annual reports and websites. I work in InDesign, Illustrator, Photoshop and Figma, and I'm at home in PowerPoint and Canva. I use AI every day to explore more directions, faster.

I start by getting to know the brand, the client and the people it's for. Then I turn the idea into a concept that works across every touchpoint, right down to the last detail, and I can explain every choice.

Work experience

c. 2008 – present · Bureau OS — Digital designer

My own studio for graphic, interaction and generative design. Clients range from multinationals to freelancers.

Healthcare & researc	incl. LUMC, Erasmus MC, Zuyderland, Health Campus Den Haag, iDx, NeLL, TU Delft
Media & public sector	incl. NRC Handelsblad, NPO, Omroep ZWART, Offlimits, NDP Nieuwsmedia
Brands	incl. Leger des Heils (Salvation Army), Brandweer (Dutch fire service), Raad voor de rechtspraak (Council for the Judiciary)
VJ work as Klebowax	live visuals to music at events, incl. Nightlife Awards, Museumnacht and Cultuurnacht
Own AI workflows	from Figma via code to WordPress and Jekyll, with Claude & my own component library. I also build my own tools: dashboards for CRM, snippets and passwords, and a live visual chatbot built on LLMs

c. 2001 – 2008 · NLXL — Partner & digital designer

Design studio in The Hague, together with partners.

Brands	incl. Nike, KPN, PostNL, Schiphol Group, HP, Libelle

c. 1999 – 2001 · Studio Dumbar — Digital designer

c. 1998 – 1999 · VPRO Digitaal — Designer

In the early days of the web.

Tools and level

(bold = used daily)

Design	**Figma** · **Adobe** · Spline
Build	**HTML/SCSS** · **Tailwind** · **JavaScript** · **Jekyll** · WordPress · Powerpoint · Canva
Generate	**Claude (diverse AI's)** · **Higgsfield** · ComfyUI · Processing · p5.js · Modul8
Make & automate	Home Assistant · Node-RED · Fusion 360 · 3D-printen

Featured project

At **norm.oscarsmeulders.com** I've put together a selection of projects for you.

A project I'm proud of: Saltro

Brand identity and visual language for a diagnostic centre

https://norm.oscarsmeulders.com/projecten/saltro

Saltro is a diagnostic centre with more than 600 employees and its own labels, such as Directlab and Uitslagenportaal.

No new logo, a new visual language

Saltro didn't need a new logo, but a visual language that works for every label: a colour palette, a play of lines and an illustration library, online and in print.

One brand, every format

Together with the communications department I took care of pretty much everything: PowerPoint templates, the exhibition stand, vehicle graphics, brochures and annual reports, online and offline.

Keeping it consistent

Alongside the design work, I guarded the brand identity, so every label stayed recognisable as Saltro.

Teaching and knowledge sharing

- Workshop series on creative thinking (8 sessions) — art academies in Oslo and The Hague.
  Example brief: what should an electric car sound like?
- Workshop on creative coding with Processing (1 week) —
  DeTao Masters Academy, part of SIVA Shanghai.

Education and personal

Education	Academie St. Joost, Graphic Design — graduated 1998
	Grafische School Eindhoven
Languages	Dutch (native) · English (fluent)
Born	25 January 1975
Outside work	Sports (boxing, fitness) · 3D printing and smart home · BBQ