

TOBIAS GROOT

art direction, visual communication,
graphic design, project management

1994, he/him

film & video production & postproduction

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exhibition design & spatial design

Ahlbecker Strasse 5
10437 Berlin
DE (open to relocate)

Communication
Dutch, English, German

Tobias is a Dutch-born true all-round creative, having worked with a wide range of brands, studios and cultural institutions. He has a deep understanding of technical design practices and tools.

Ranging from graphic design, project management, and art direction, Tobias is not only skilled in producing captivating visuals quickly, but also in developing narratives and closely collaborating with in-house teams and external partners.

PROFESSIONAL EXPERIENCE

Exhibition design, visual communication jan 2025 - now
neo.studio, Berlin, DE

- Designing and planning museum exhibitions all around Germany (Pergamonmuseum Berlin, MHM Dresden, Bundeskunsthalle Bonn)
- Developing and presenting graphic design concepts to clients (in German, C1)
- Developing, producing and budgeting of designs and materials, print and digital (typography, layout and illustration)
- Managing development and production of projects and working closely with a small team

3D artist, art director and graphic designer oct 2023 - jun 2024
HOME0001, NYC, USA

- Leading a design team of 5 people, developing the brand identity and directing campaigns
- Presenting and developing design concepts for web, campaigns and marketing
- Modeling, lighting and rendering interiors and objects using various 3D softwares (C4D, Blender, After Effects)
- Preparing visual assets for print and digital marketing

Production manager, studio creative, editor (freelance) nov 2022 - aug 2024
Christopher Kulendran Thomas, Berlin, DE

- Developing exhibitions with a small team, from production to presentation.
- Production of films, pre- and post-production and on-set technical support (videography, Premiere Pro, Davinci Resolve, color grading)
- Exhibition design and communication of 3 shows in 3 different cultural institutions (ICA London, KW Berlin, and Kunsthalle Zurich)

3D artist, art director and graphic designer (project-based) 2021 - 2023
Current Obsession, Amsterdam, NL

- Developing and implementing brand identity, from brief to completion
- Developing and rendering 3D objects for campaigns, including motion and print

Campaign images (freelance) mar - sep 2021
National Opera & Ballet, Amsterdam, NL

- Developing campaign for Season 21-22, to be advertised throughout Amsterdam and for a large-scale banner on the Opera building
- 3D modeling, rigging and rendering both stills and animations for 3 operas

Photographer in Residence sep 2019 - sep 2020
Amsterdam University of Applied Sciences, Amsterdam, NL

- Producing and developing visual artworks
- Developing printing and presentation methods to be shown throughout the university
- Concept development to align with client wishes

Founder and editor sep 2018 - jul 2020
SAUCE Magazine, Amsterdam, NL

- Developing identity and editing features to align with the issue's theme
- Design, print and distribution of magazines
- Events and marketing

EDUCATION

Art and Design (photography) sep 2016 - jul 2019 (BA)
Gerrit Rietveld Academy, Amsterdam, NL

Art and Media (exchange) aug 2017 - feb 2018
Tama Art University, Tokyo, JP

Photography aug 2015 - jul 2016
Royal Academy of Arts, The Hague, NL

Photography sep 2013 - jun 2015
Fotovakschool, Amsterdam, NL

Preparatory course, summer 2012
Amsterdam University of the Arts, Amsterdam, NL

SKILLS & QUALITIES

Exhibition & Spatial Design 3 years

Presentations, project management, collaboration, working with tight deadlines
Budgeting, production, logistics, organisation

Graphic & Visual Design 5 years

Photoshop, Illustrator, InDesign, Figma, AI tools
Typography, Motion, Print and Digital

Film & Video 3 years

Filmproduction, pre- and on-set production
Editing and post-production (Premiere Pro, Davinci Resolve, After Effects)

3D rendering & Animation 7 years

Modeling, texturing and rendering (Cinema4D, Arnold, Redshift, Blender)
Stills and animation

Art Direction 5 years

Presentations, client communication
Conceptual development, brand and corporate identity

Project Management 3 years

Communicating with and mentoring creative teams, organizing and budgeting projects,
time management, external communication