

Portfolio Kim Hovestad

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My name is Kim Hovestad. Through drawings, I contribute to strategic MC projects in the areas of: influx, reputation & branding and community building. As a business illustrator, I create infographics, visuals and (science) illustrations for the entire UT.

A drawing appeals more than text, illustrations stimulate curiosity, and research has shown that information is remembered better when images are used. A drawing creates better understanding, you make connections clear at a glance and people process images more efficiently than text.

Your brain has a preference for images, the information is processed much faster than text and is better remembered. I translate the information into an illustration that is clear, unambiguous and attractive. Visual communication is the future, especially in these times of infobesitas. Images can also convey more atmosphere, feelings and intentions in images. Word and image reinforce each other. Everybody knows the cliché: a picture says more than thousands words!

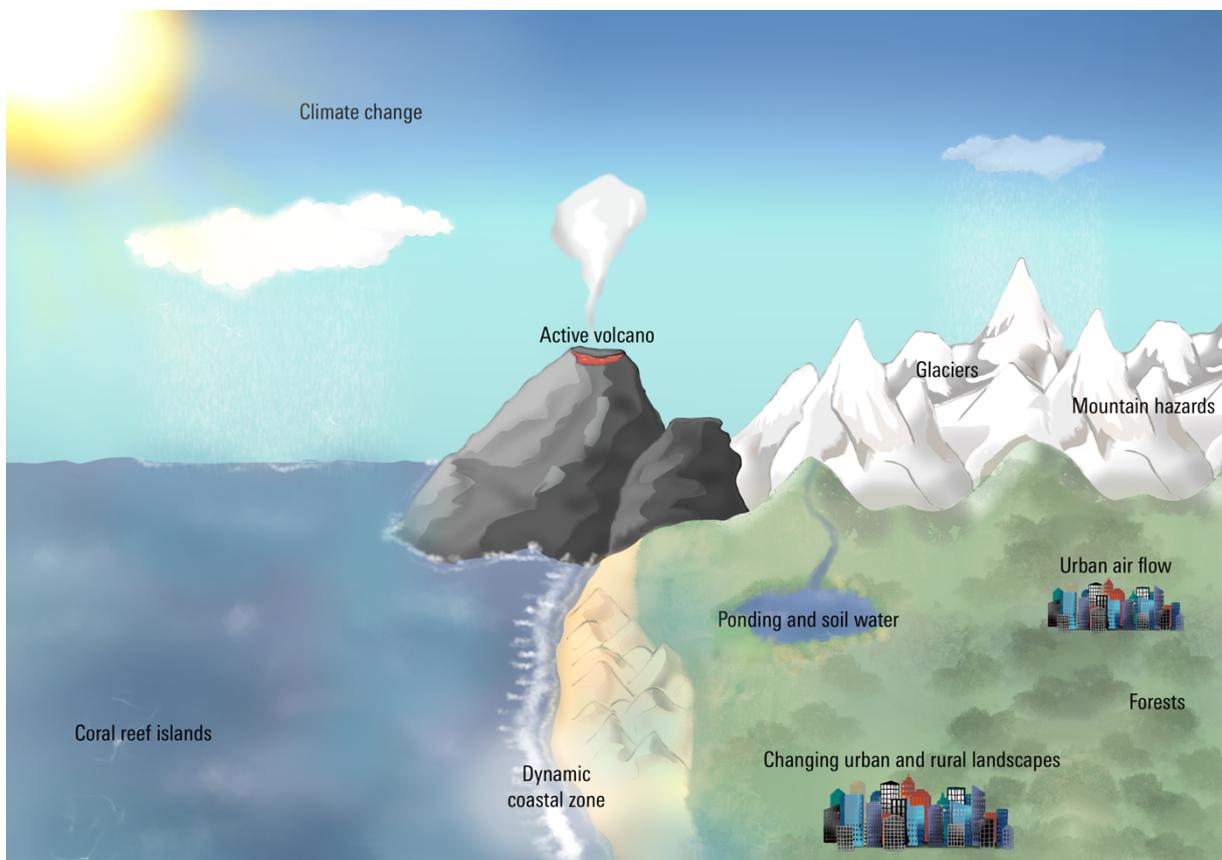
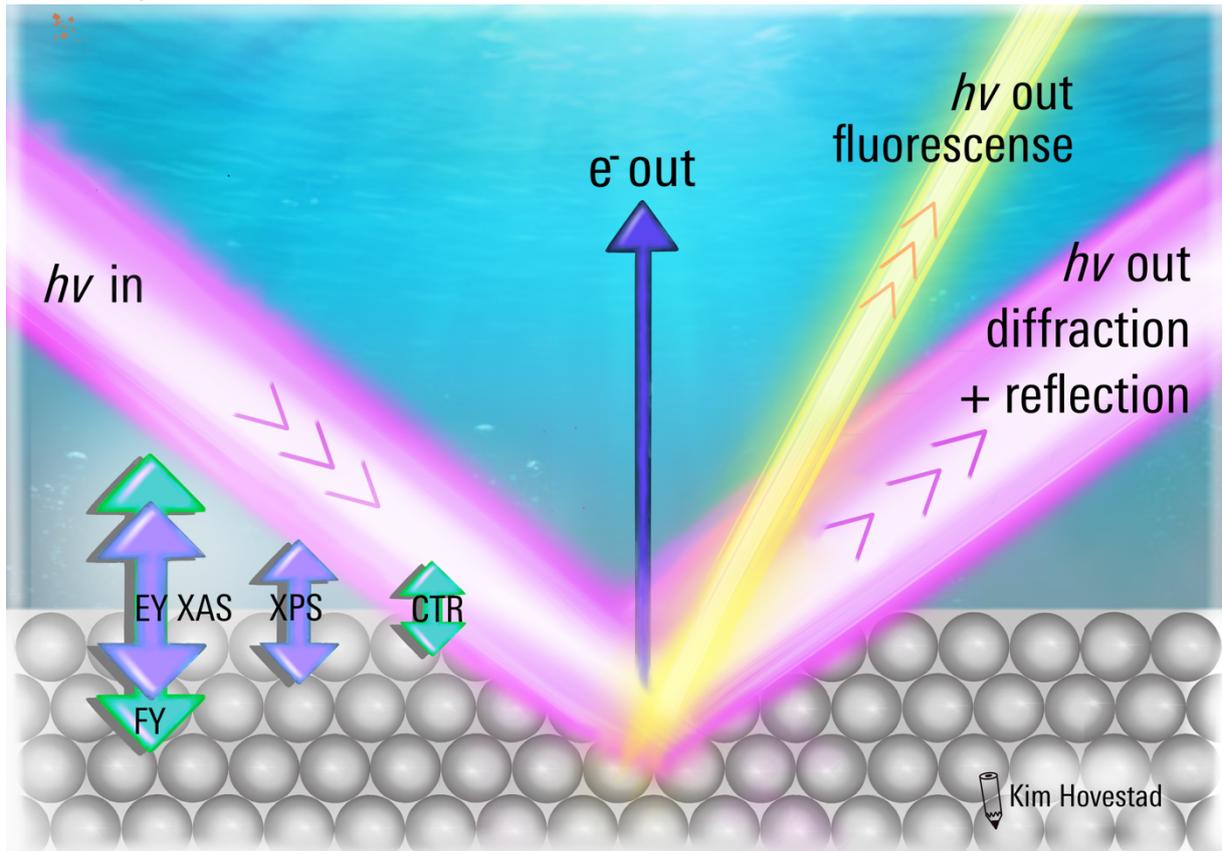
Every assignment is unique. What is the purpose of the illustration, for who is it, where will it be shared, what style is desired, what information is essential? I listen, analyze, summarize and make a sketch. Once the sketch is approved I start drawing. The result should convey the essence and most important information. What's more, illustrations often make people happy!

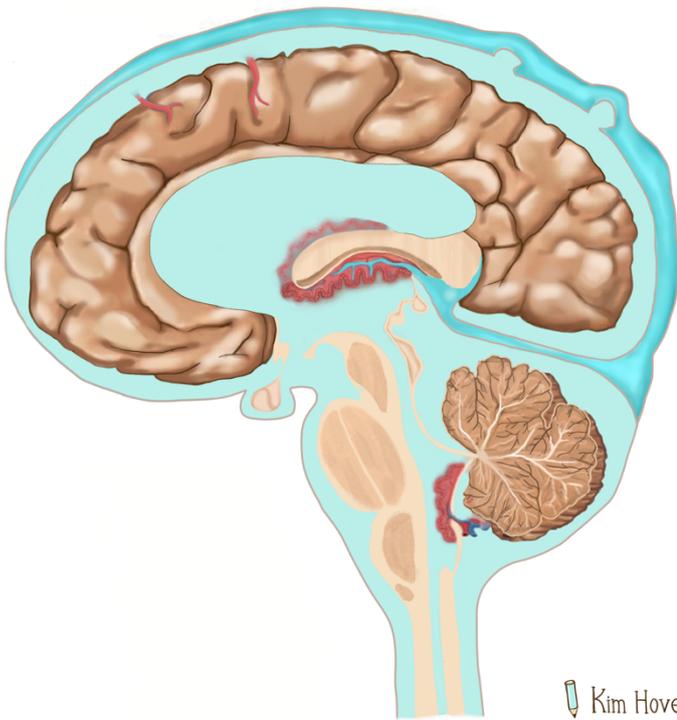
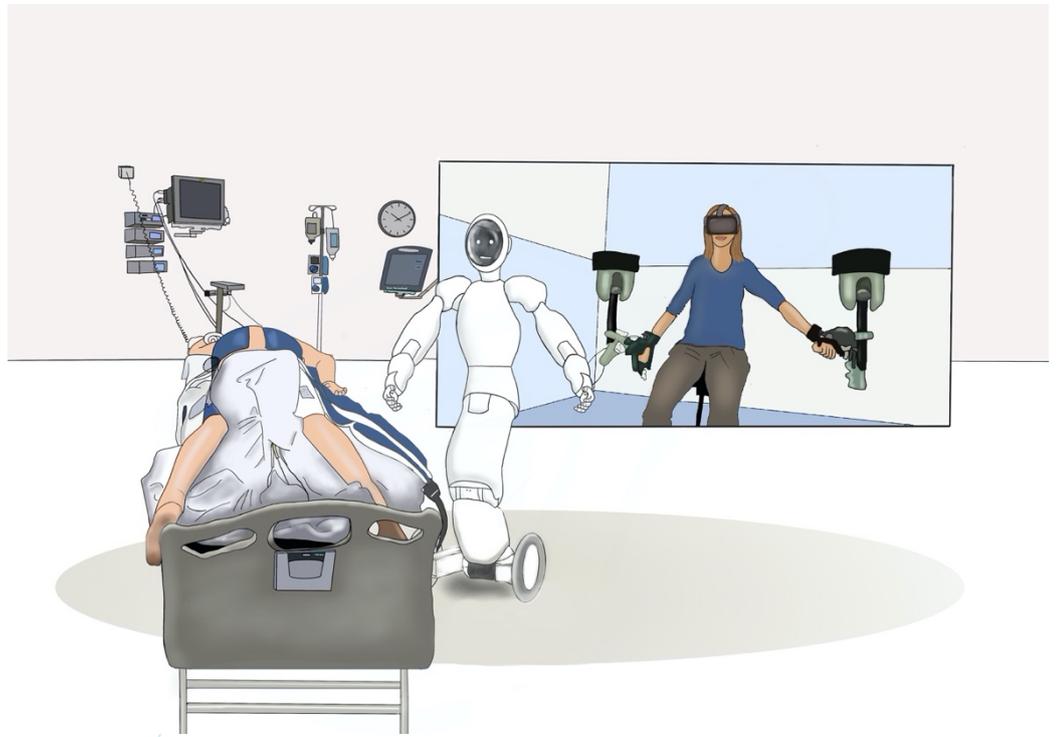
All images in this document are purely for inspiration, are confidential and should not be shared.

I also run business drawing workshops at UT, both a short introductory workshop and an extended drawing workshop after which you can create your own visuals and talking pictures.

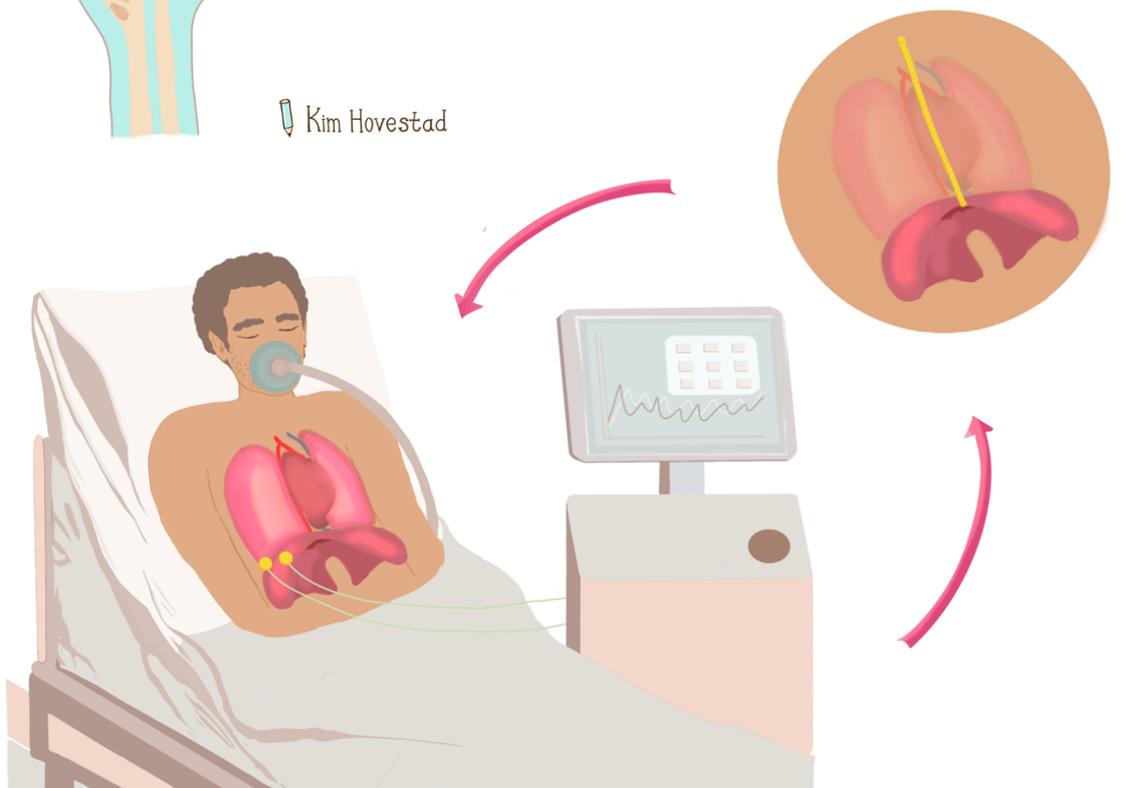


Visuals for grant applications:

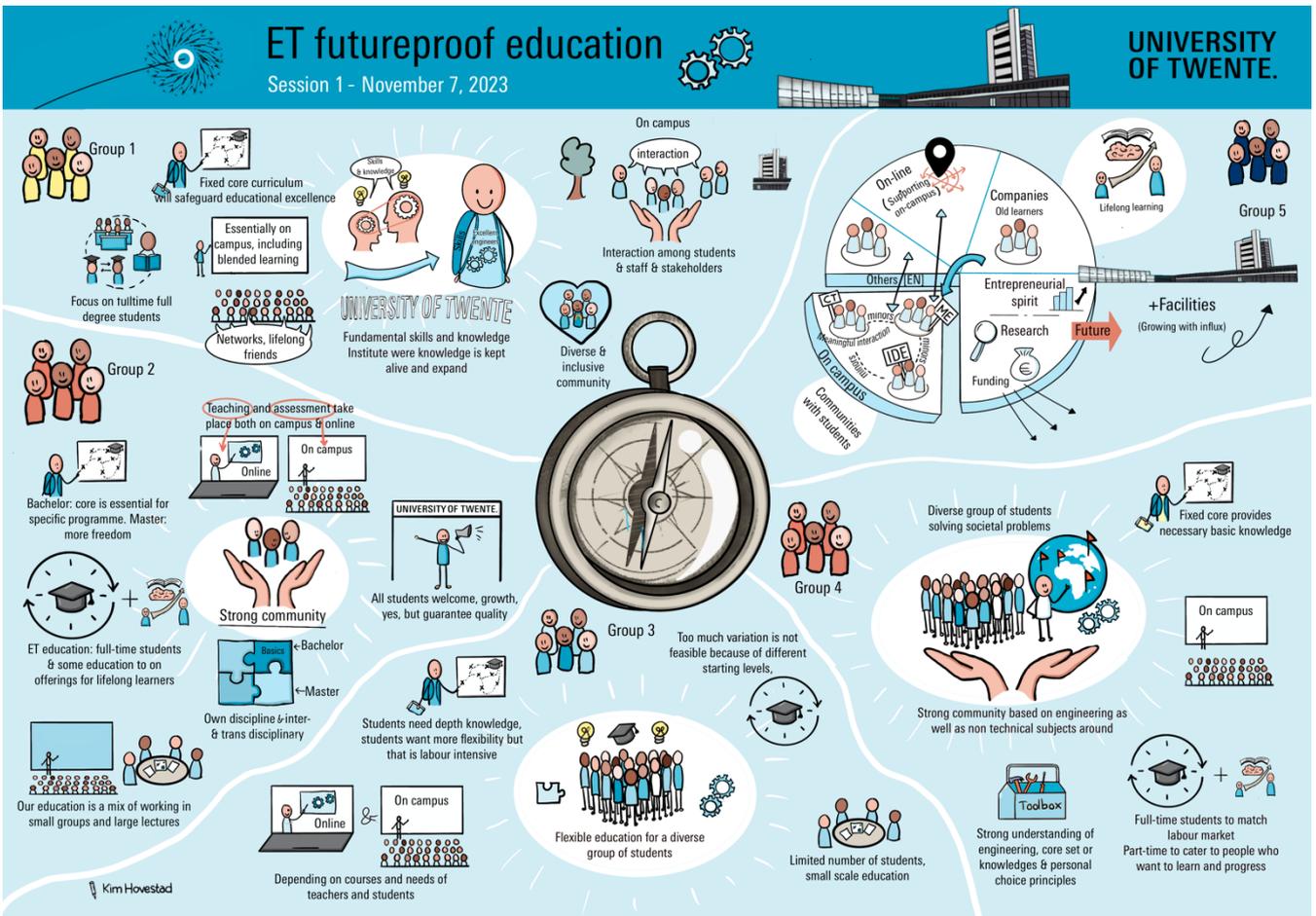
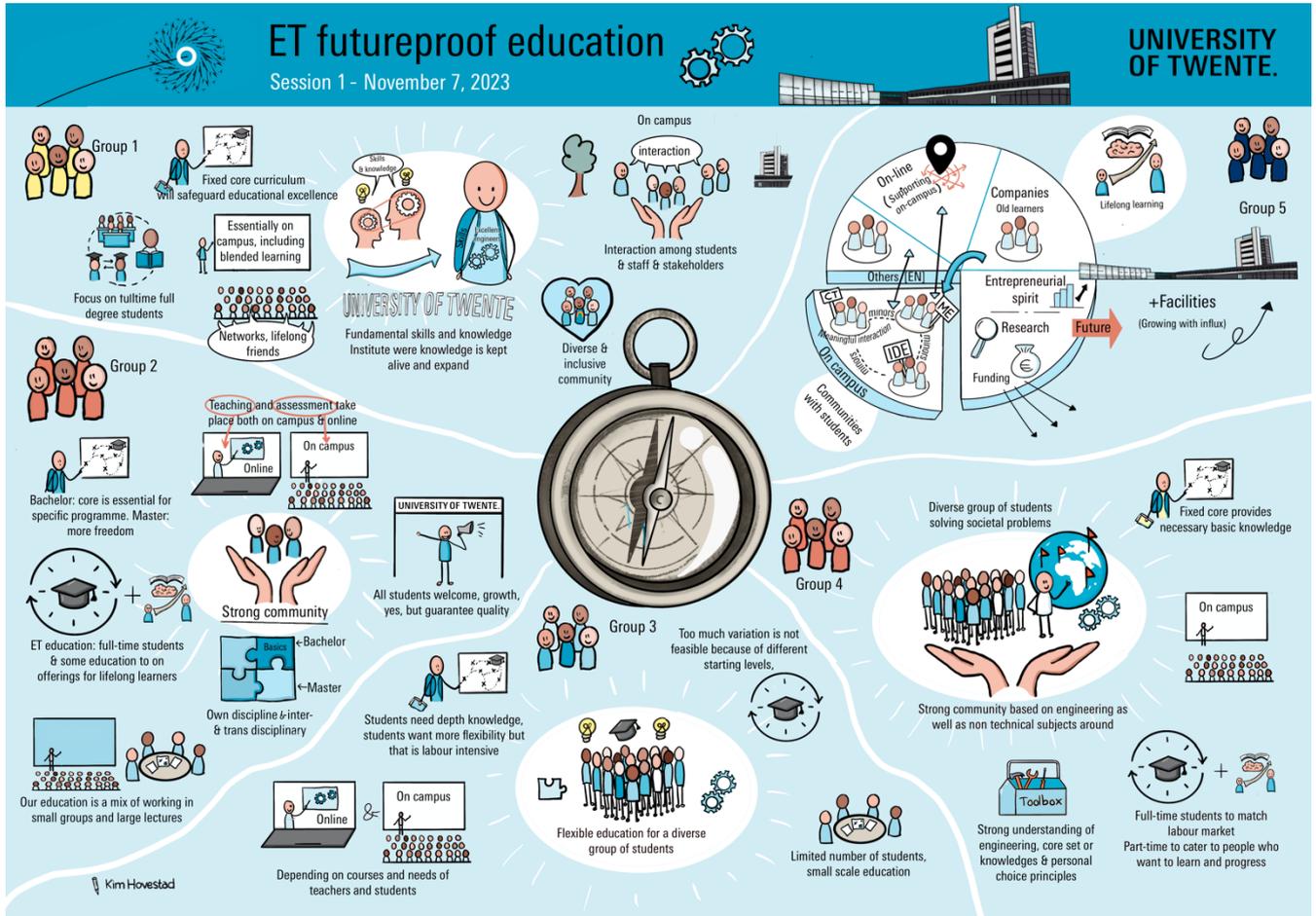




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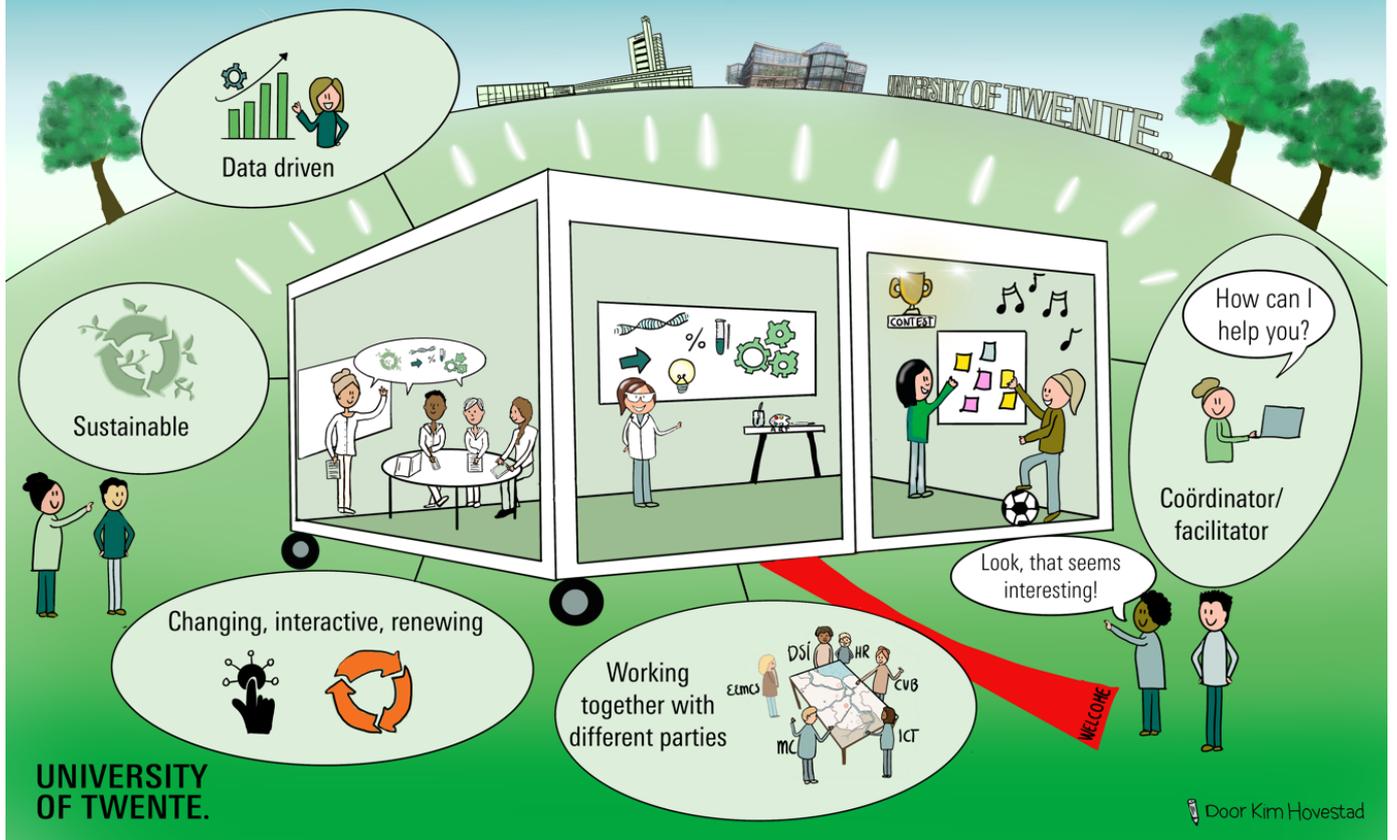


Results live sessions

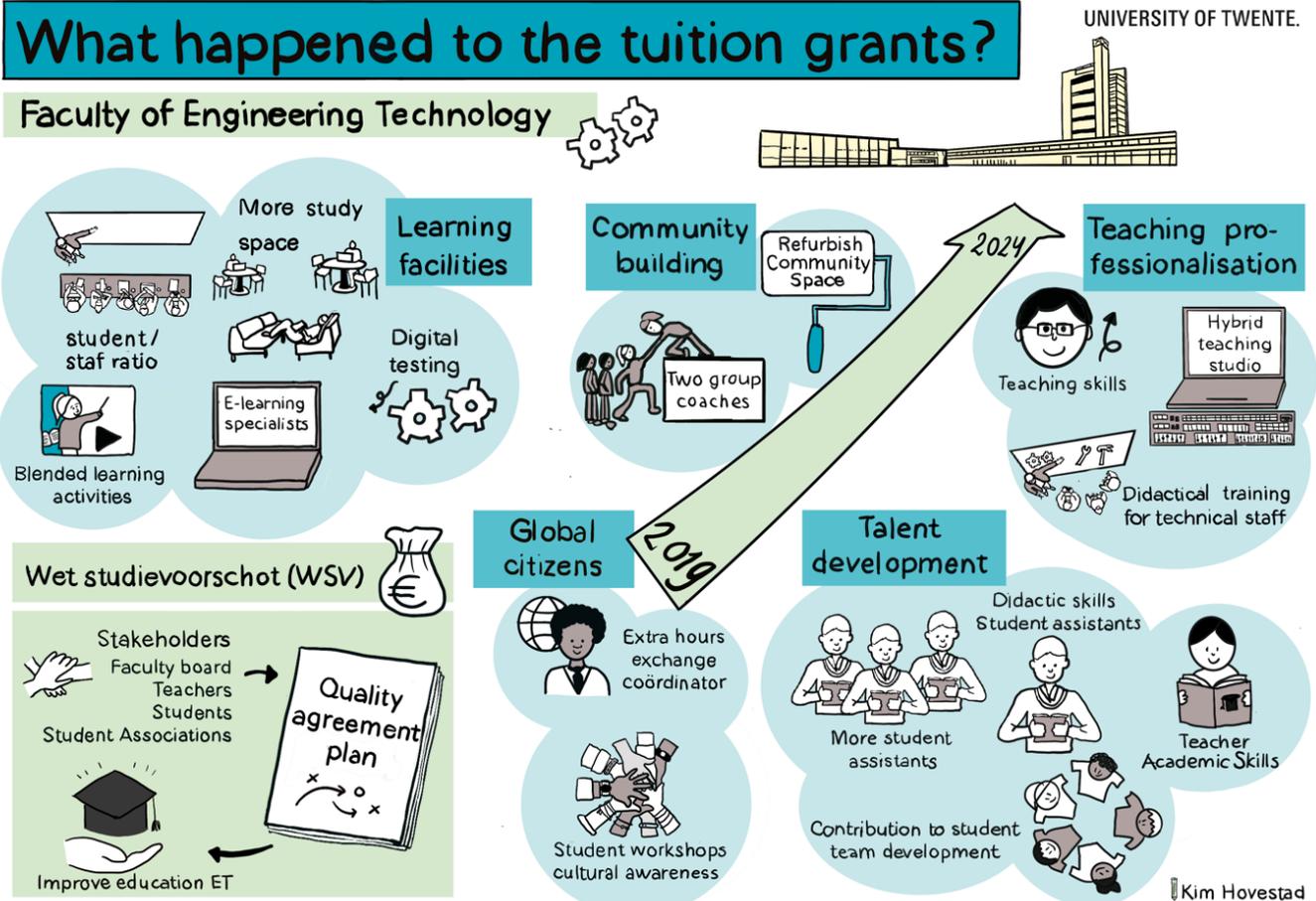


Containers on campus

Living lab - sustainability & digitalization



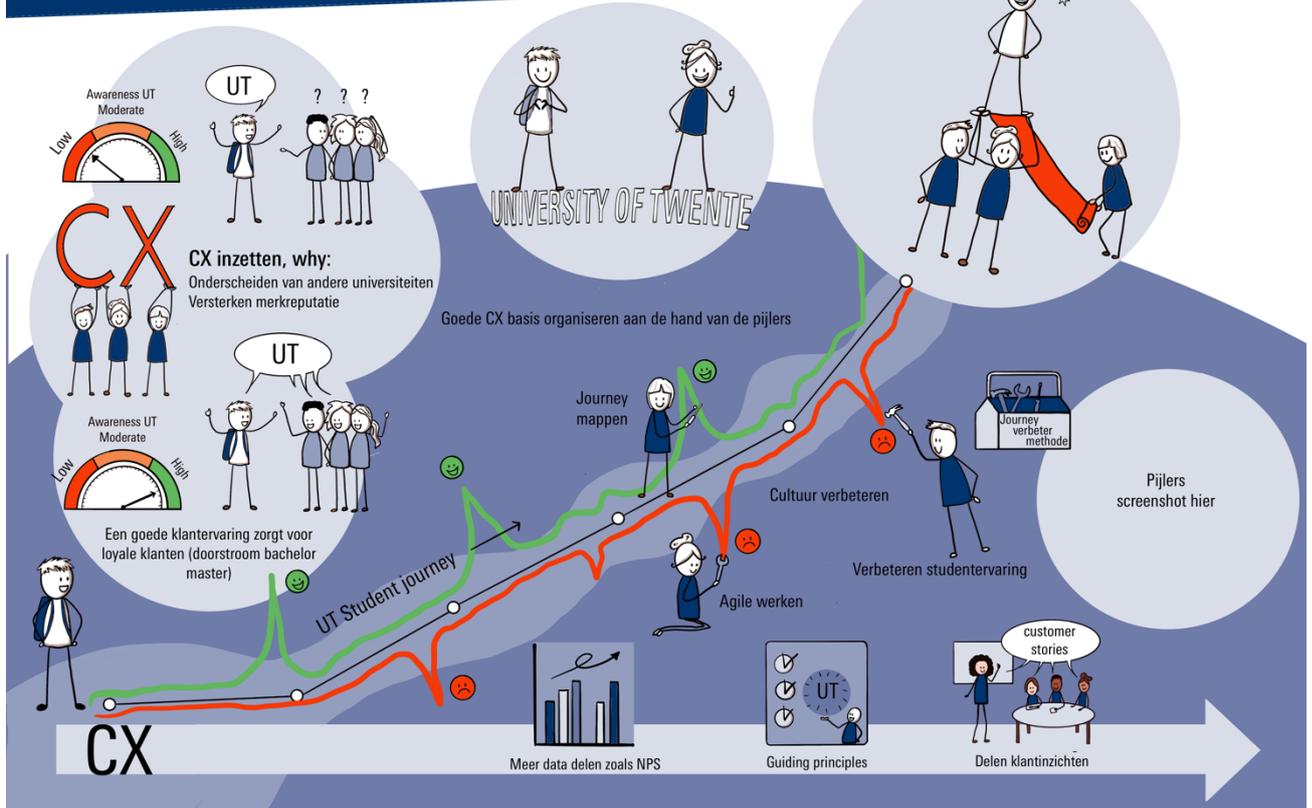
Proces visualisations



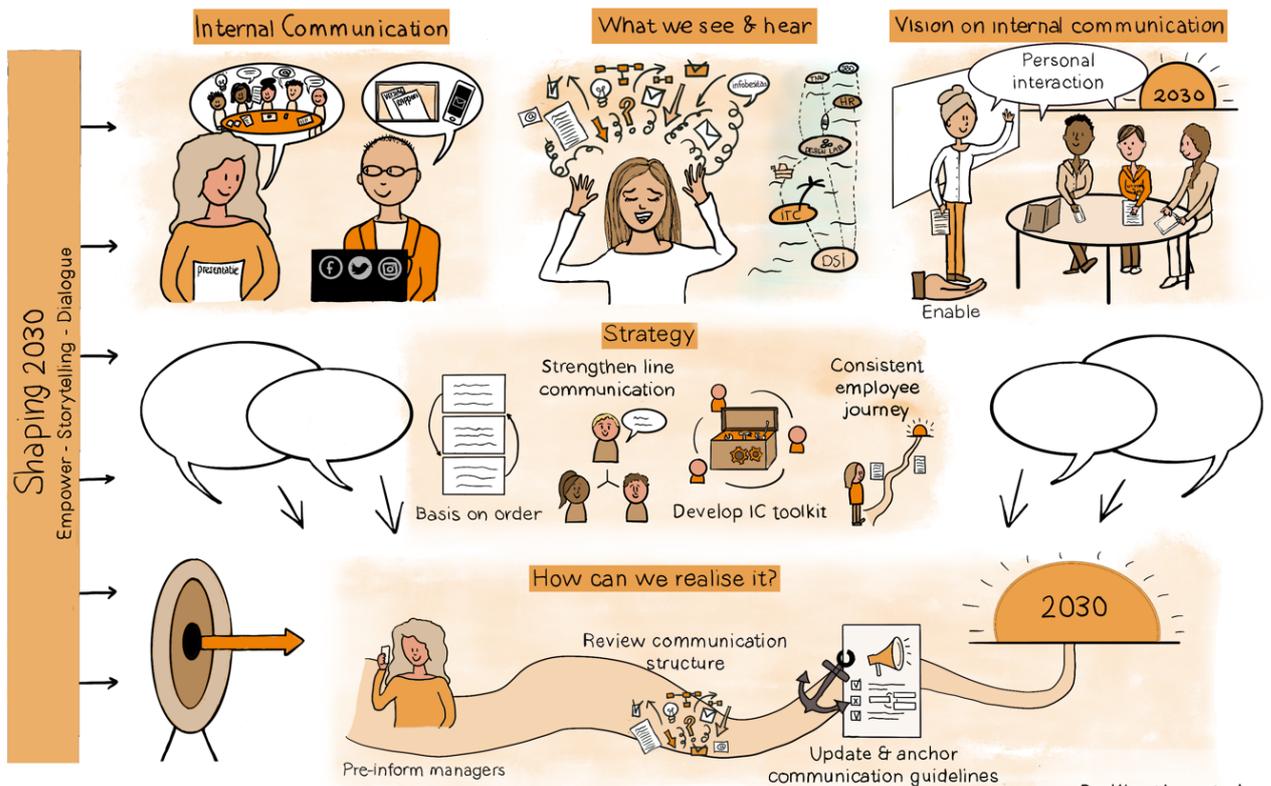
CX: the new MC way of working

Kim Hovestad

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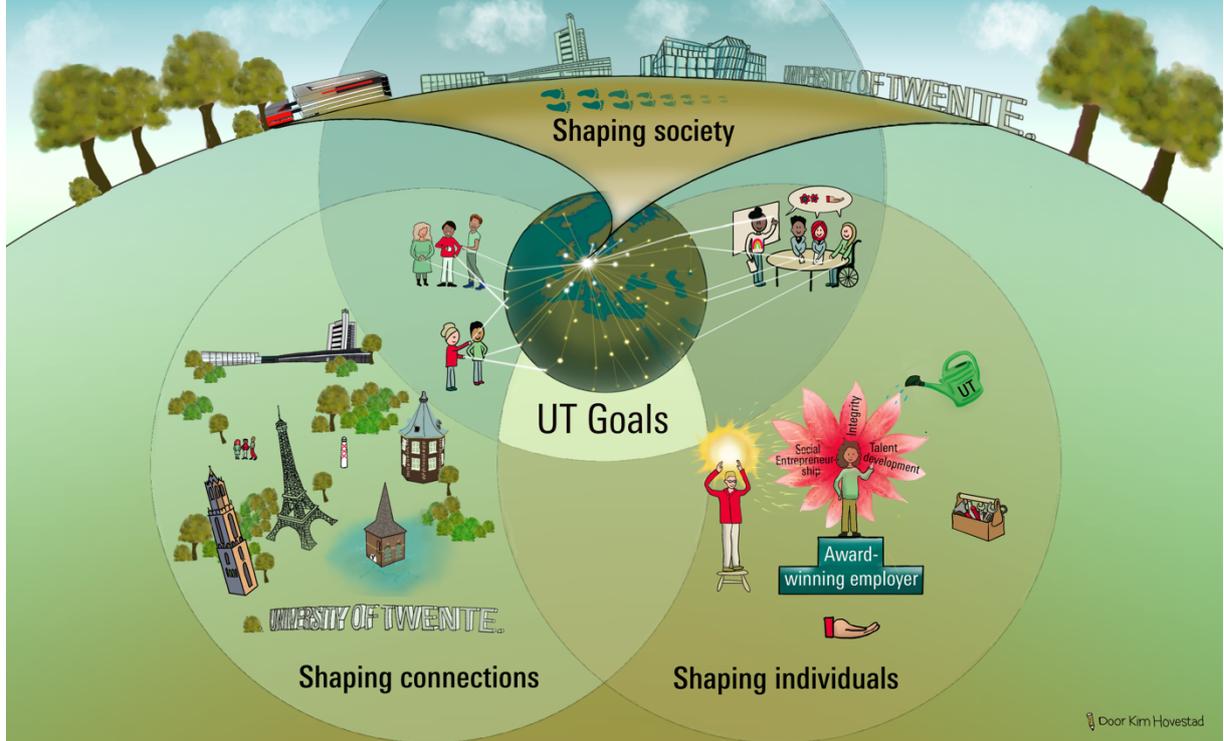
Reflection and actions - Internal Communication



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By Kim Hovestad

Shaping 2030



Door Kim Hovestad

What is the reason?



Auditor audits financial statements:
"Large proportion of hiring of external staff is unlawful".



We have to comply with the European procurement law
- A minimum of three candidates
- Transparent request



Tax authorities:
Comply with labour legislation



What are the starting points?

Improvement process with three objectives



One process



Control over hiring expenditure



Minimisation of risks

Want to hire someone? Contact the hiring office



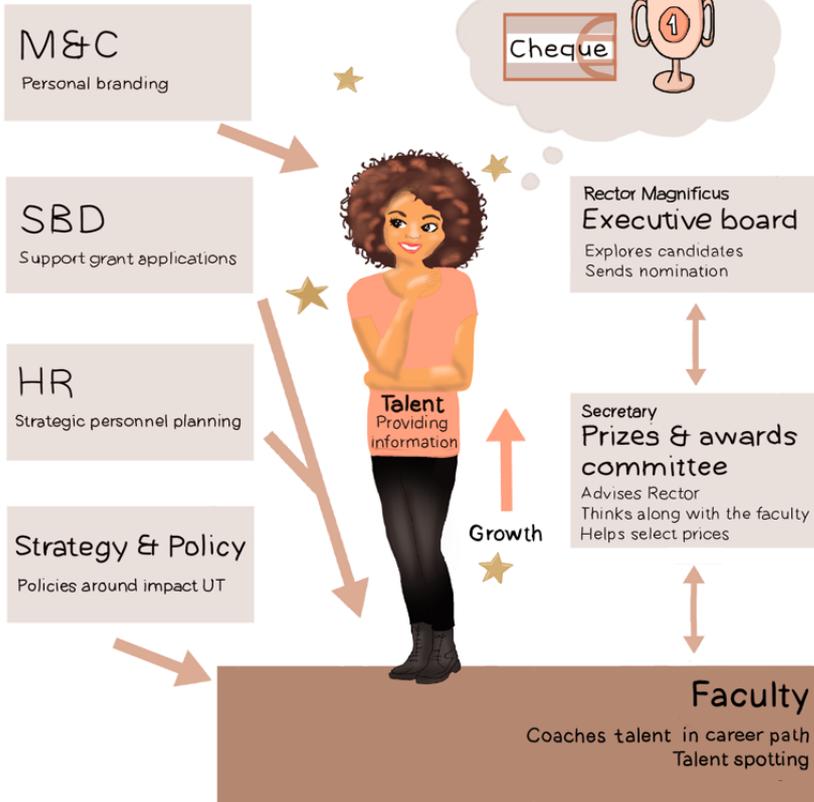
- We support you in the hiring process
- We use a broker
- We put forward suitable candidates
- You choose the candidate





Prizes and awards

Nominations proces

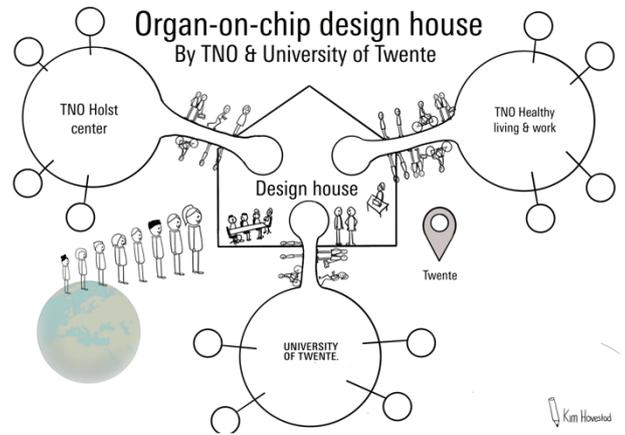


Legenda

M&C = Marketing and communications
 HR = Human Resources
 SBD = Strategy and Business Development

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Door Kim Hovestad



Kim Hovestad

Een op de zes Nederlanders slachtoffer van fraude

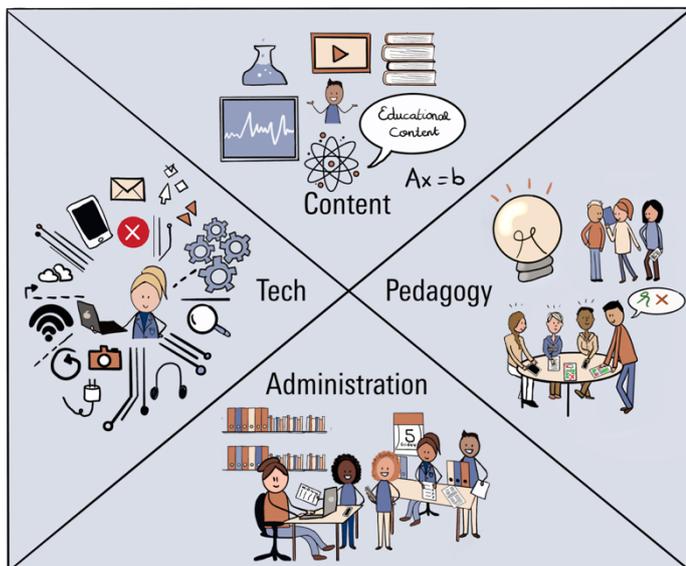
16% was slachtoffer van fraude



42% maakte fraudepoging mee



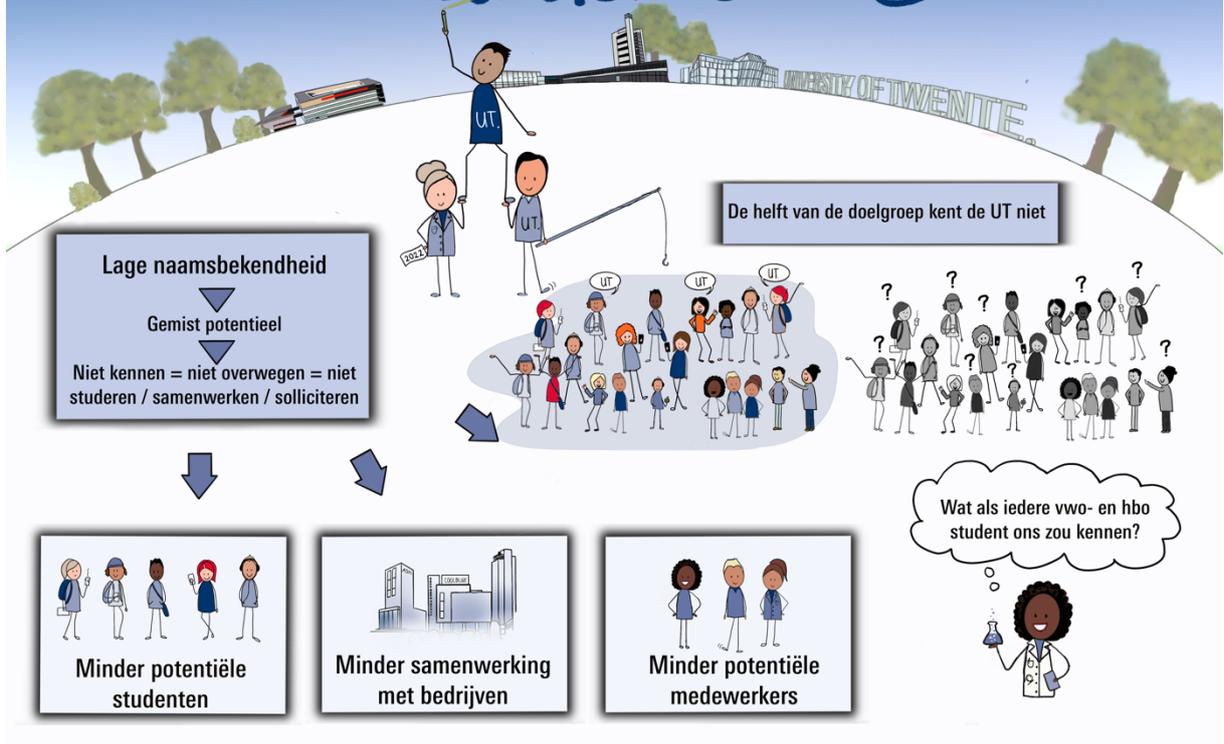
2,75 Miljard jaarlijkse schade



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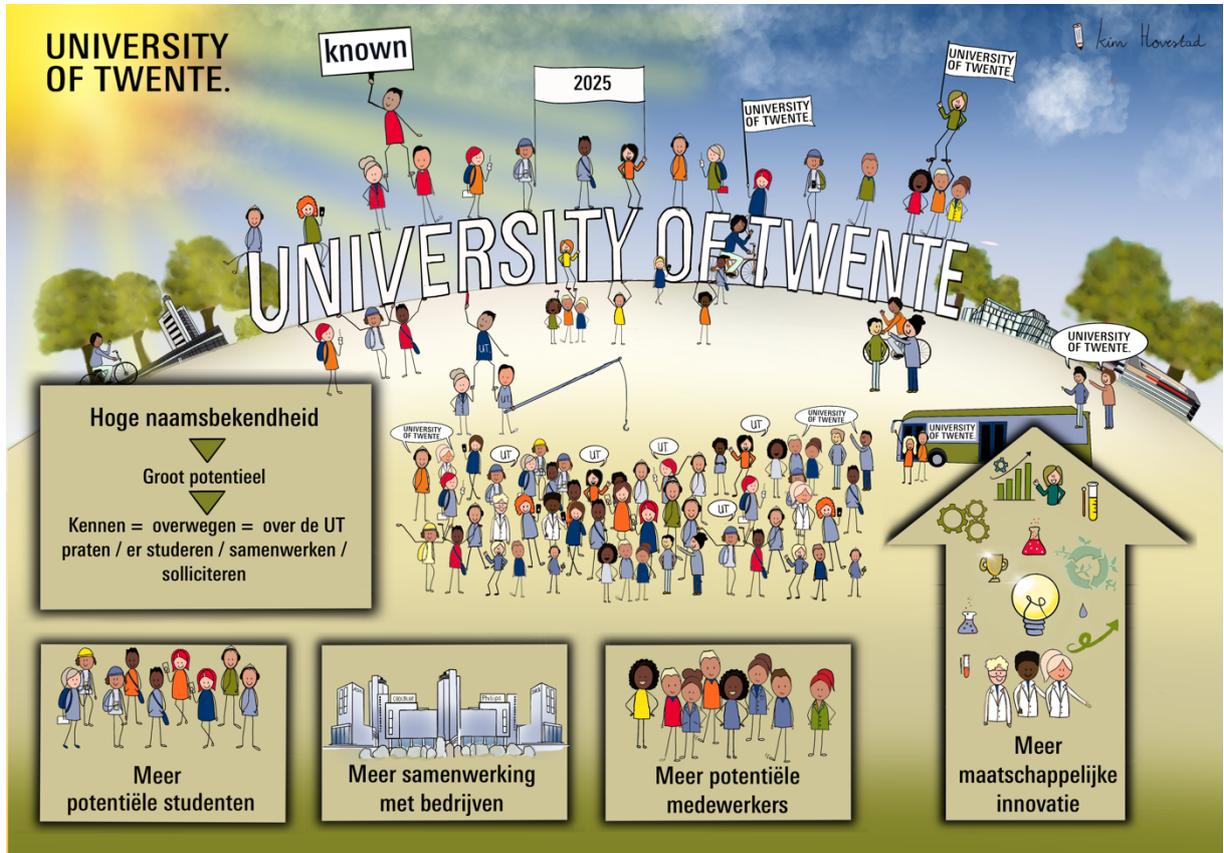
Door Kim Hovestad

Unknown



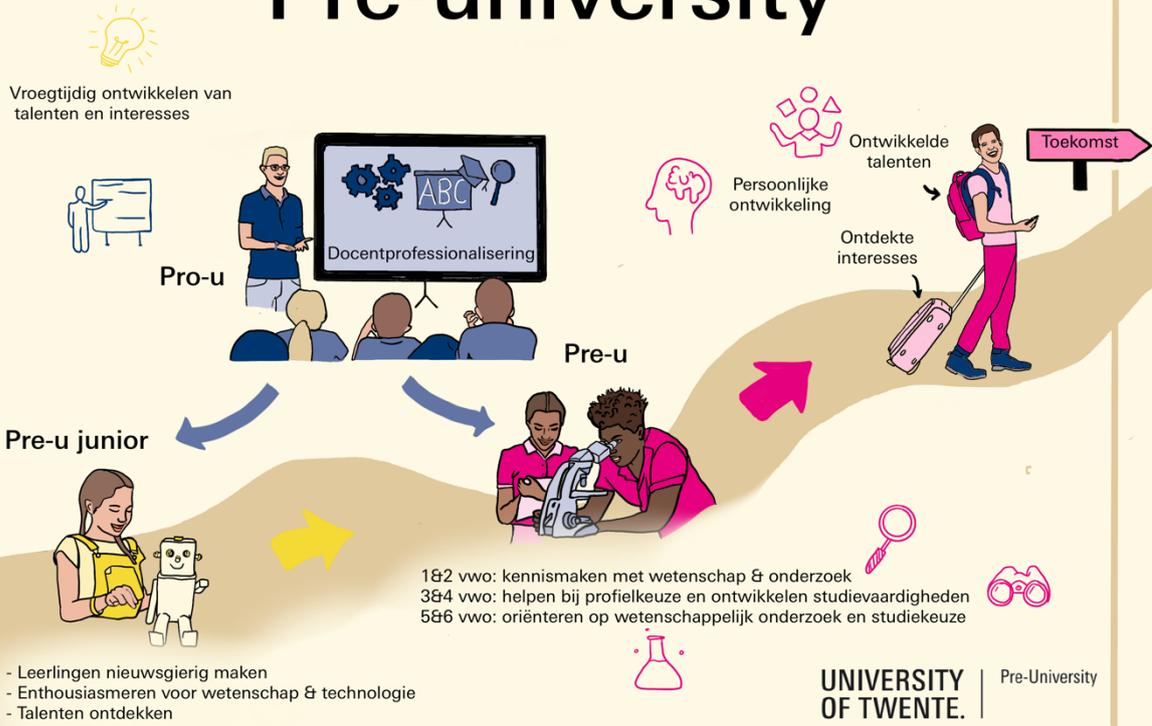
known

2025



Pre-university

Door Kim Hovestad

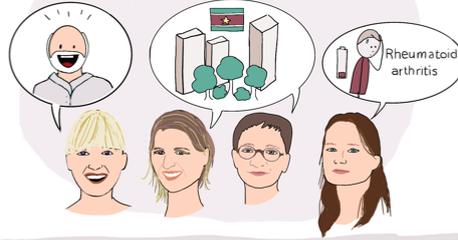


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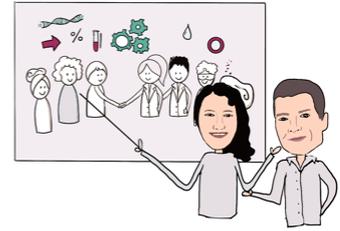
What is citizen science?



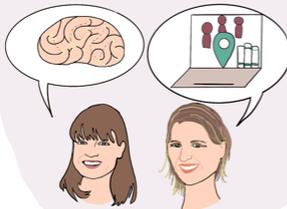
Experiences with citizen science



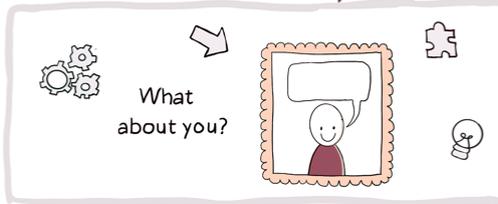
Citizen science and education



Approaching citizen science



What about you?



Methods & tools



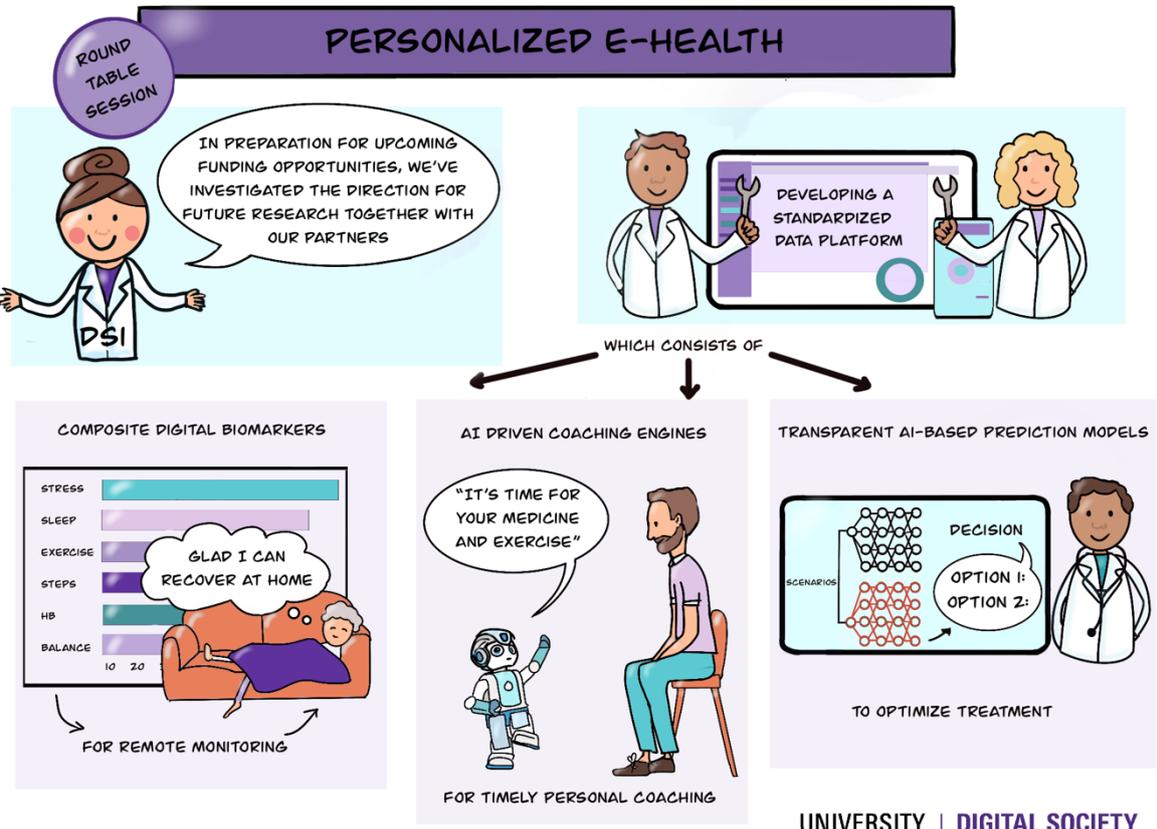
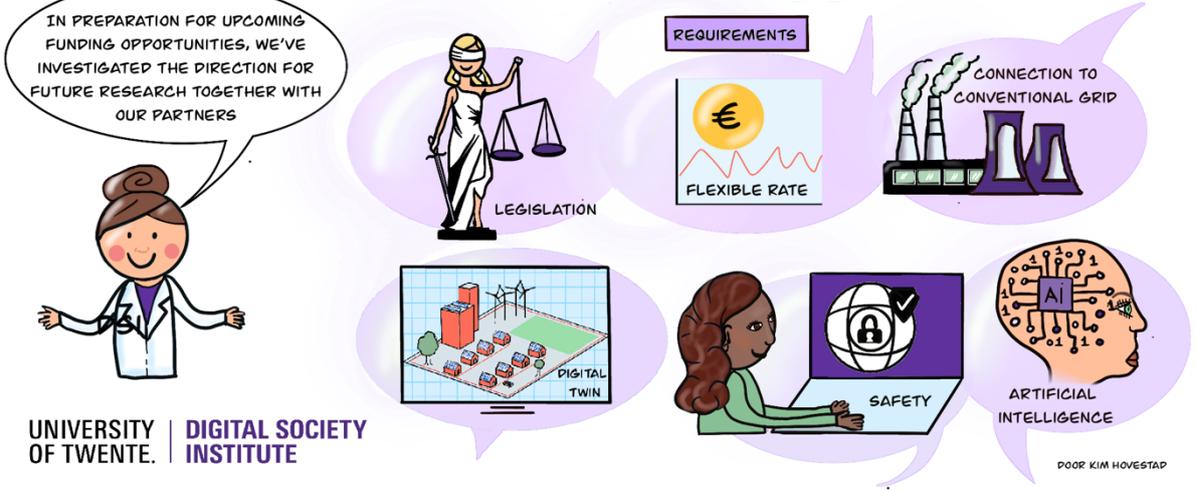
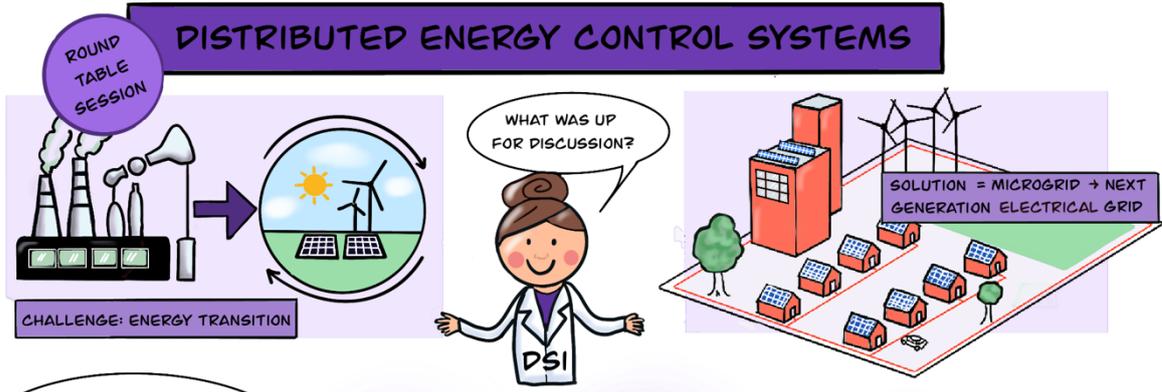
Reflections on citizen science



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Kim Hovestad



ARE YOU OKAY?

FEELING STRESSED?



↓ CONTACT YOUR ↓

STUDY ADVISER



AND/OR SIGN UP FOR THE

STRESS
MANAGEMENT
WORKSHOP



FEELING DOWN
OR ANXIOUS?



↓ CONTACT YOUR ↓

STUDY ADVISER



AND/OR

STUDENT AFFAIRS
COACHING & COUNSELLING



FEELING LONELY?



↓ CONTACT YOUR ↓

FRIEND OR
FELLOW
STUDENT



AND/OR CHECK THE

STUDENT UNION WEBSITE

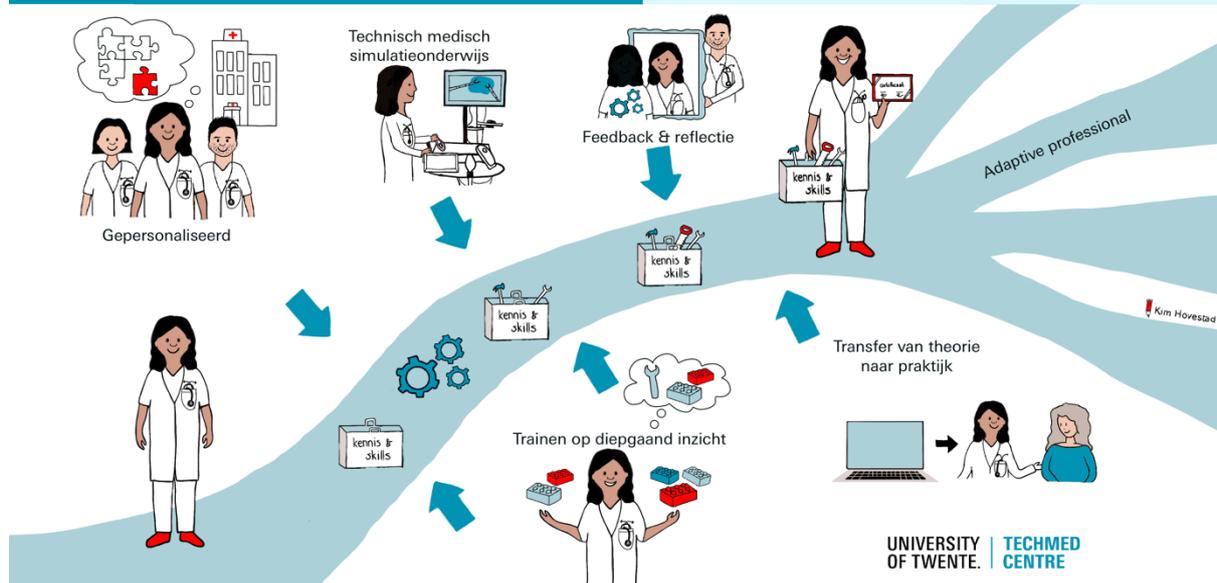


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WWW.UTWENTE.NL/STUDENT-WELLBEING

LifeLong Learning

TechMed academy



UNIVERSITY OF TWENTE | TECHMED CENTRE

Other visuals

