

SuperBruut
2026

Thijs Janssen
Digital Designer & Art Director

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www.superbruut.nl

PROJECT

WORLD OF HOOPS

PHOTO PROJECT, BRANDING



World of Hoops documents basketball courts across the world. Not the game, but the court itself. A personal long-term project using hoops as a cultural lens into local communities.

Started by accident near Beijing in 2015, it has grown into a massive archive across 29 countries.

I photograph, direct and design the entire project myself, from scouting courts via Google Earth to building tools for content creation.



/ Details

Year
On Going

Client
Self initiated

What SuperBruut did
Art direction
Apparel design
Branding
Concepting
Photography
UI/UX design

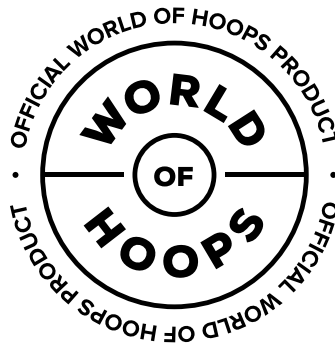
Houston Street Playground, New York

40°43'19.6"N 73°59'29.2"W



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WORLD
OF
HOOPS®



world
of
Hoops

/ Details

Year
On Going

Client
Self initiated

What SuperBruut did
Art direction
Apparel design
Branding
Concepting
Photography
UI/UX design



/ Details

Year
On Going

Client
Self initiated

What SuperBruut did
Art direction
Apparel design
Branding
Concepting
Photography
UI/UX design



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/ Details

Year
On Going

Client
Self initiated

What SuperBruut did
Art direction
Apparel design
Branding
Concepting
Photography
UI/UX design



/ Details

Year
On Going

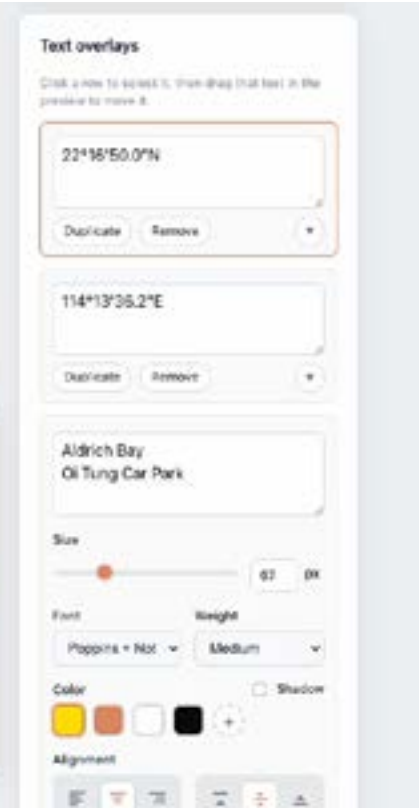
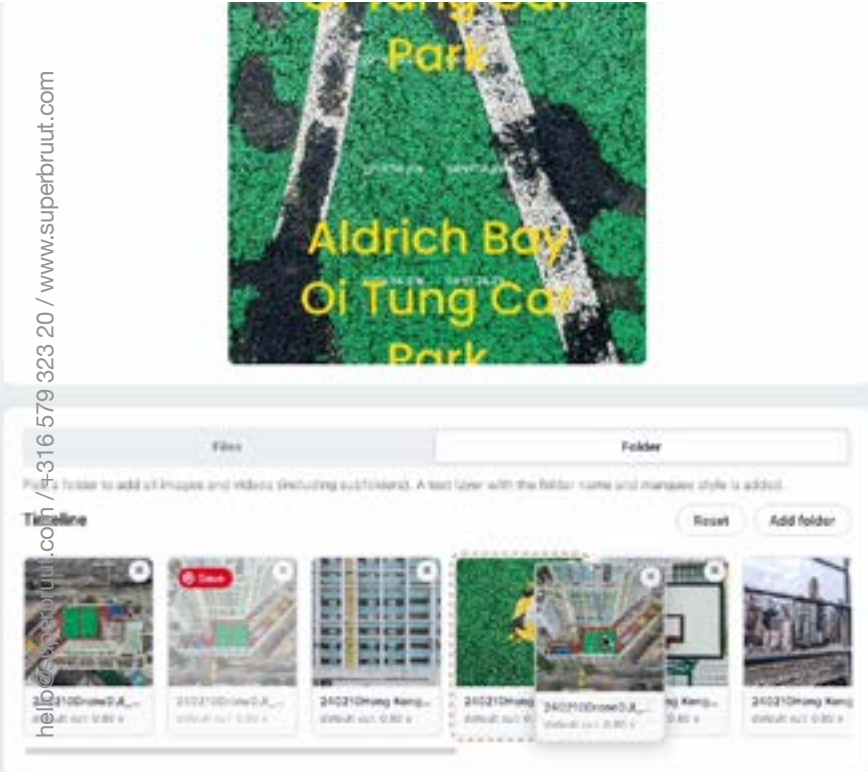
Client
Self initiated

What SuperBruut did
Art direction
Apparel design
Branding
Concepting
Photography
UI/UX design



Vibe-coded splashpage

Vibe-coded video editing-tool



/ Details

Year
On Going

Client
Self initiated

What SuperBruut did
Art direction
Apparel design
Branding
Concepting
Photography
UI/UX design

PROJECT

SWIMSCORE

BRANDING + UX/UI DESIGN

SWIMSCORE™

SwimScore is a male fertility startup focused on at-home testing. The brand needed to sit exactly between lifestyle and medical, approachable enough to remove the stigma but credible enough to be trusted.

I developed the full identity, visual language, directed the AI-generated visuals, designed the website and results dashboard end-to-end. From concept to live product in two months.



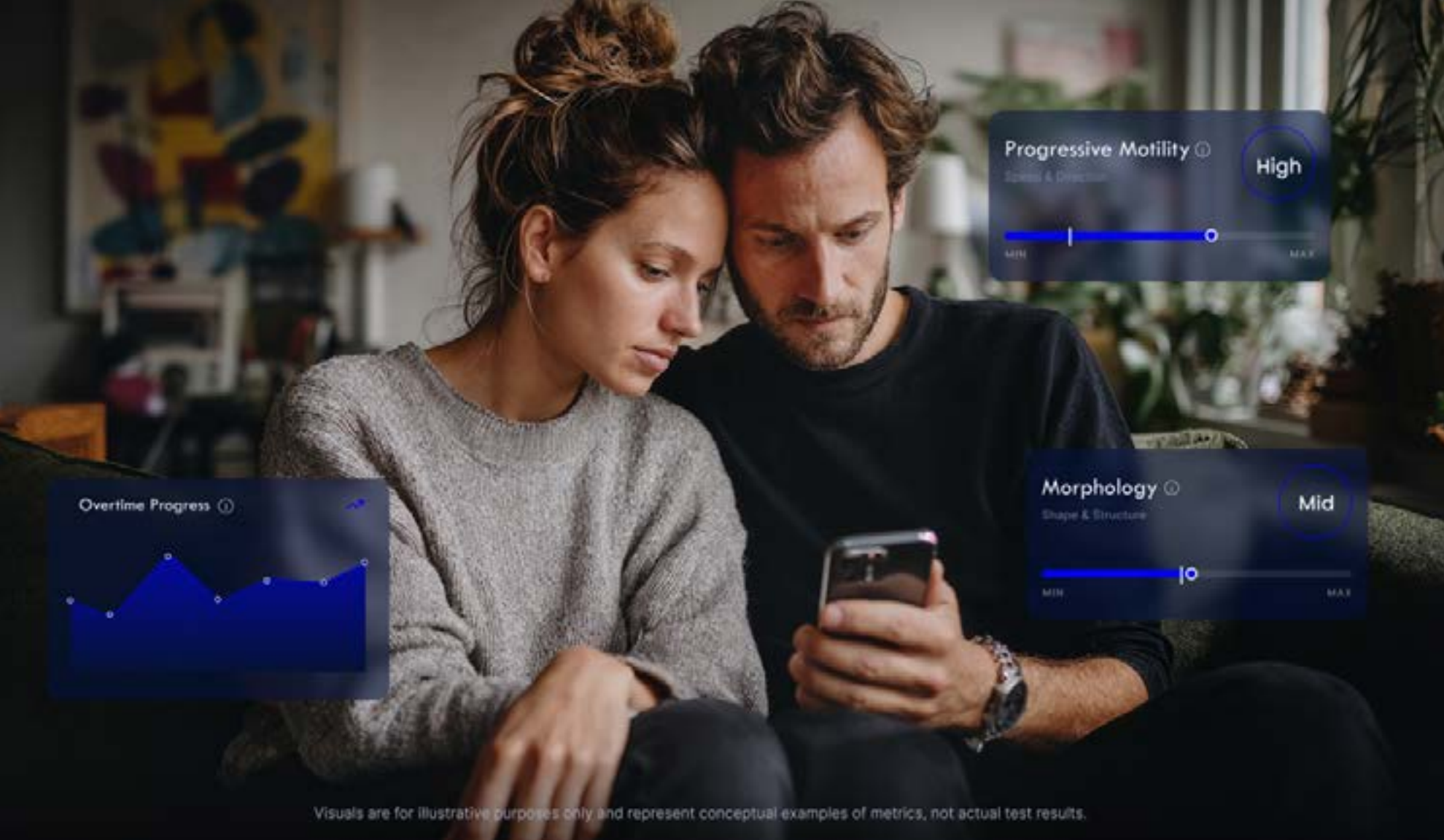
This image is AI generated

/ Details

Year
2026

Client
Swimscore

What SuperBruut did
Art direction
Branding
Visual creation
UX/UI design
Prototyping



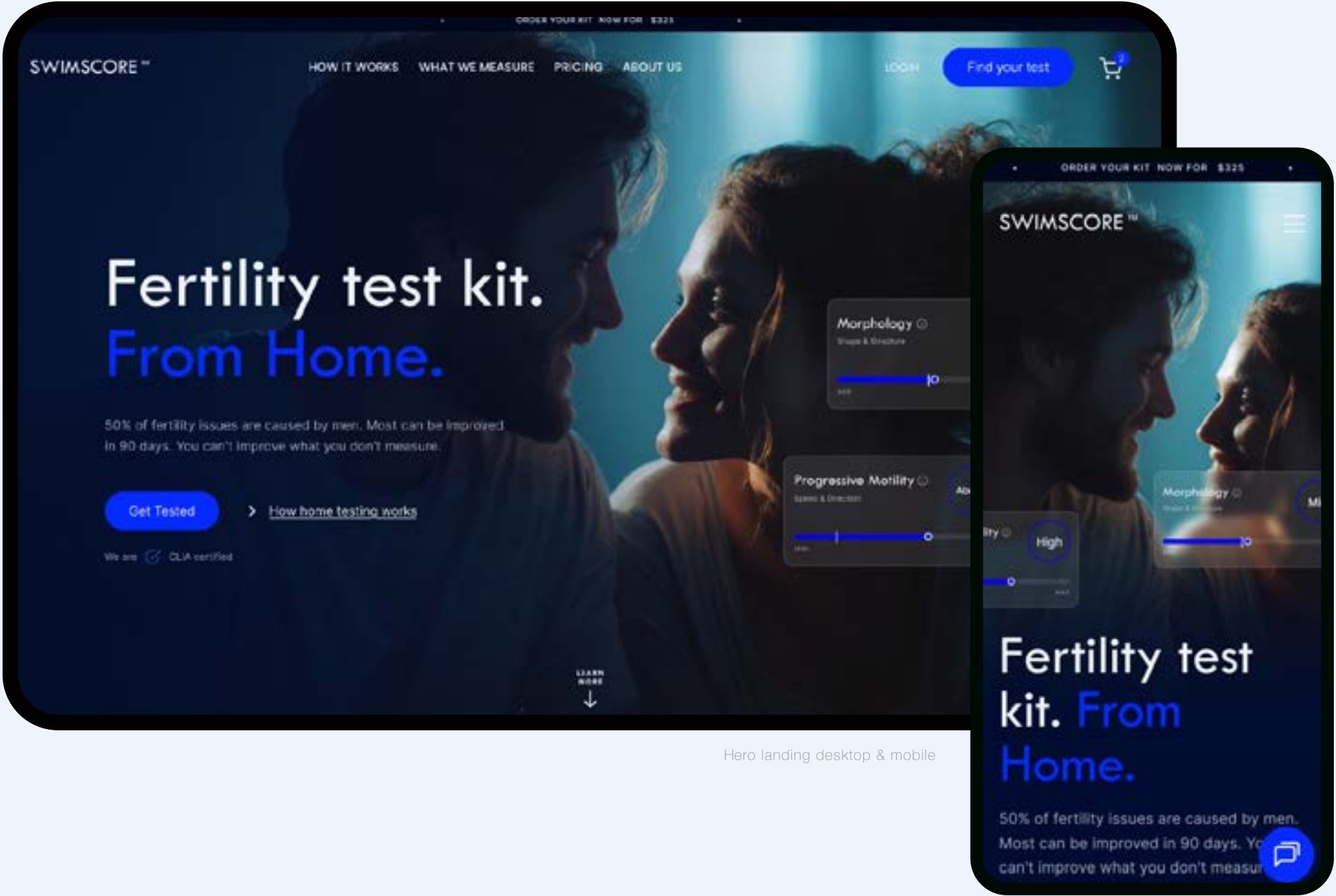
/ Details

Year
2026

Client
Swimscore

What SuperBruut did
Art direction
Branding
Visual creation
UX/UI design
Prototyping

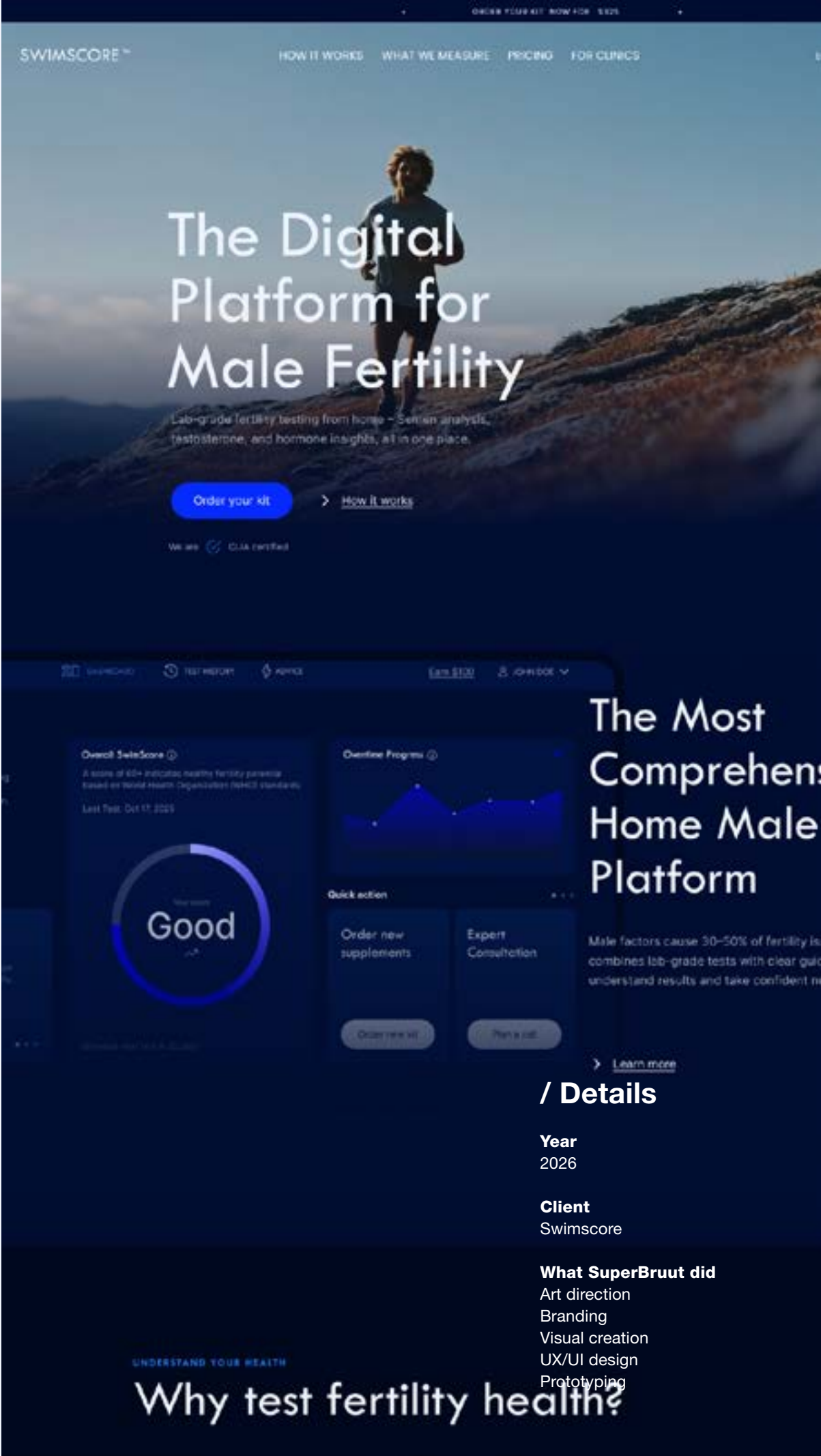
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Hero landing desktop & mobile



Product lineup - All AI generated visuals

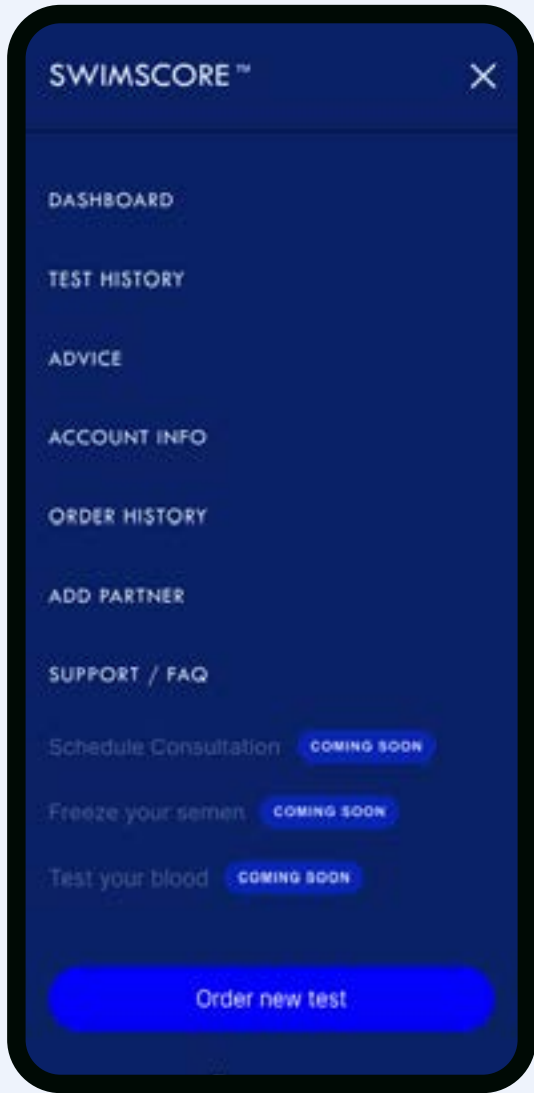


/ Details

Year
2026

Client
Swimscore

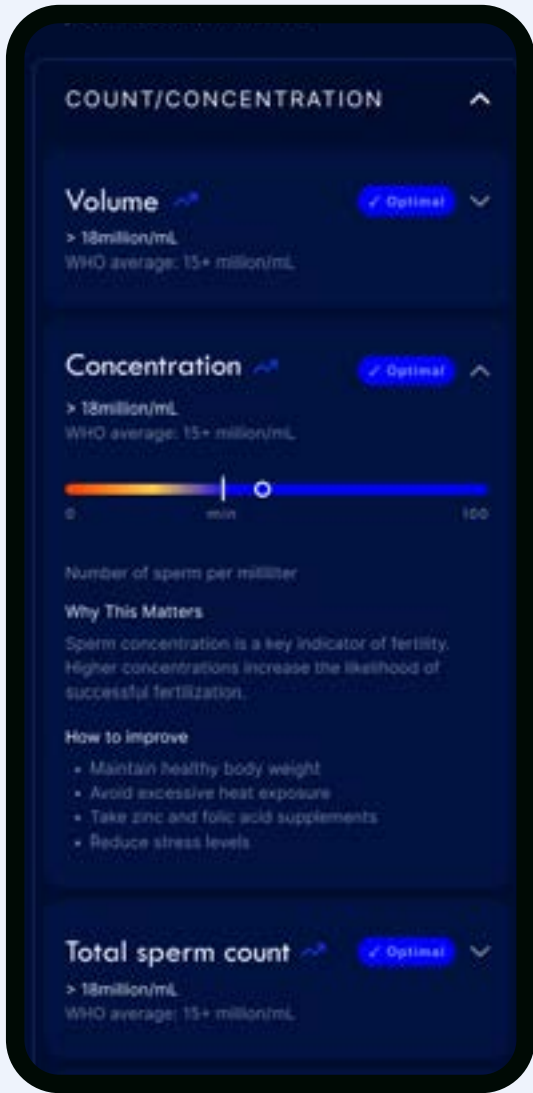
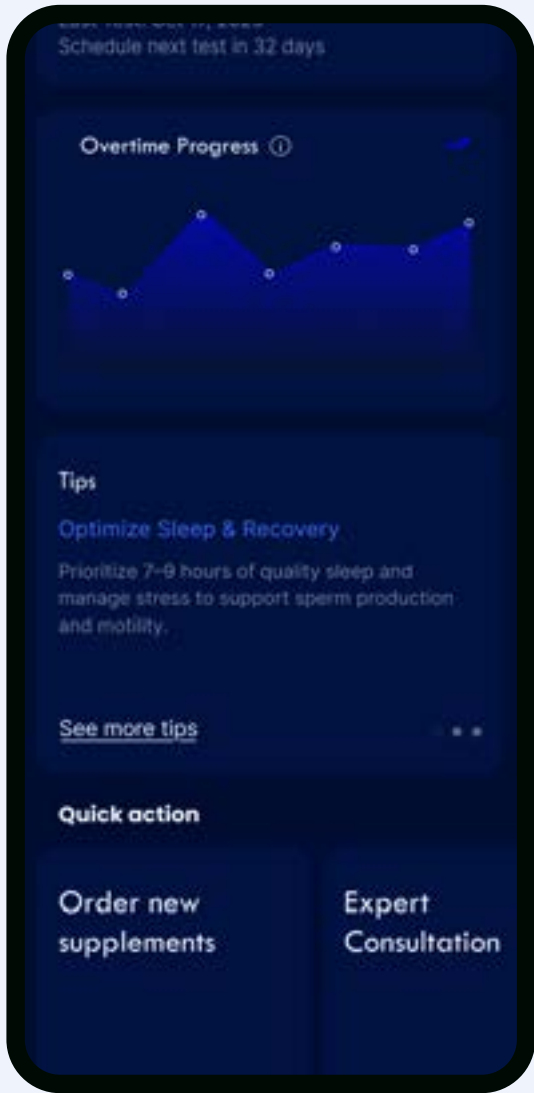
What SuperBruut did
Art direction
Branding
Visual creation
UX/UI design
Prototyping



Web application results dashboard menu



Web application results dashboard



/ Details

Year
2026

Client
Swimscore

What SuperBruut did
Art direction
Branding
Visual creation
UX/UI design
Prototyping

PROJECT

ADIDAS RUNLAB

PRODUCT DESIGN



Biomechanical
Running Analysis

Biomechanical
Running Analysis

Biomechanical
Running Analysis

Biomechanical
Running Analysis

Biomechanical
Running Analysis

Biomechanical
Running Analysis

/ Details

Year
2023

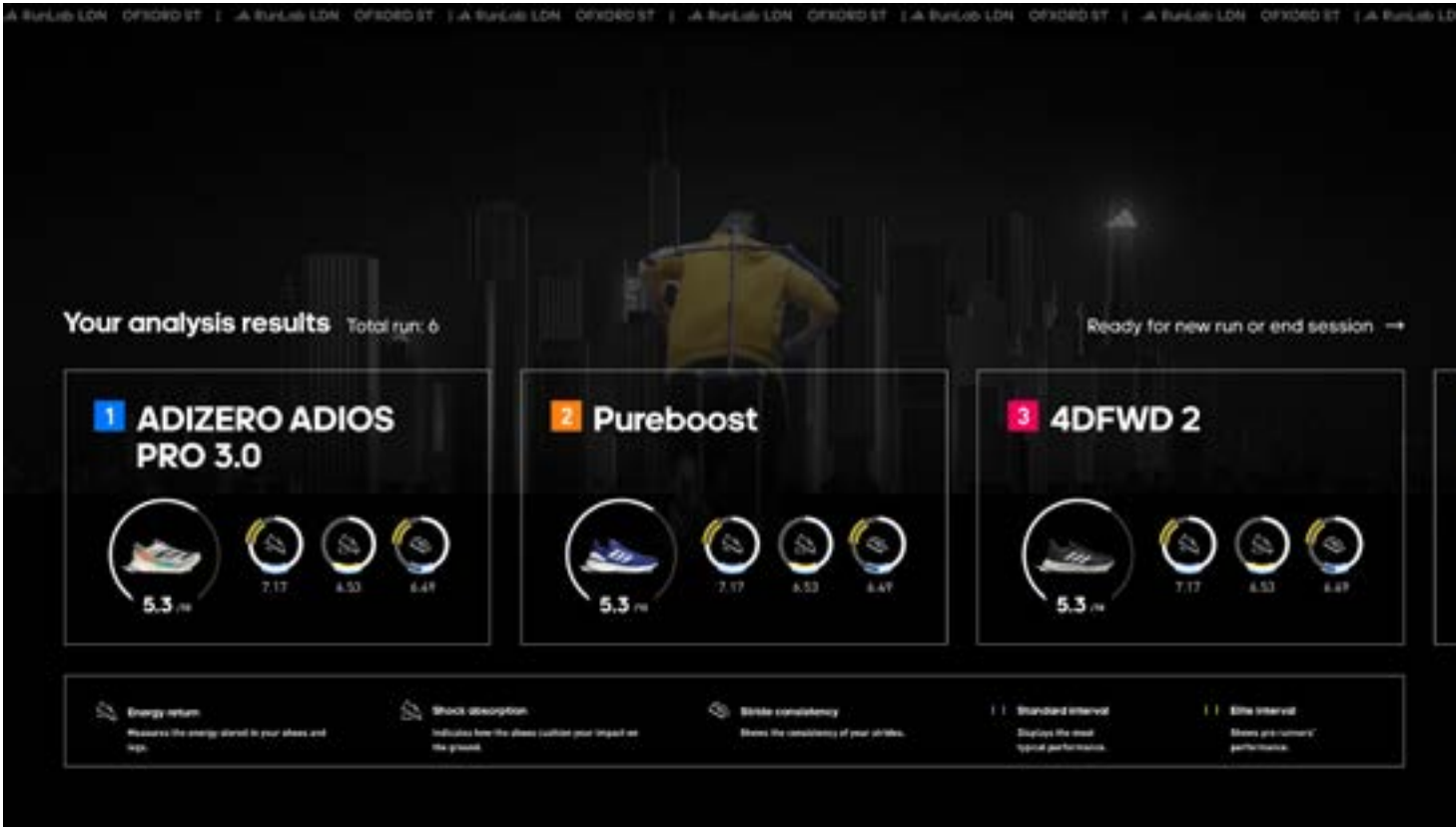
Client
adidas

What SuperBruut did
Visual design
UX design support
High fidelity prototyping



adidas RunLab is an in-store running experience offering customers a biomechanical analysis of their running. I was brought in to design the full digital side of the experience. From idle screens to live treadmill visuals to the final results report.

The goal was to integrate a third-party analysis tool into the adidas brand, while giving the experience a technical, data-rich feel. Designed within the adidas digital retail team.



/ Details

Year
2023

Client
adidas

What SuperBruut did
Visual design
UX design support
High fidelity prototyping

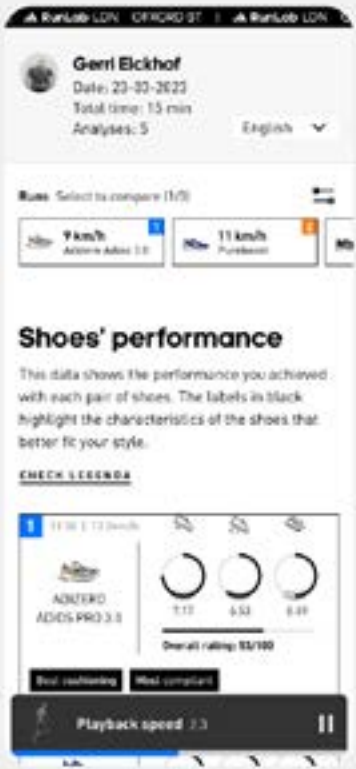
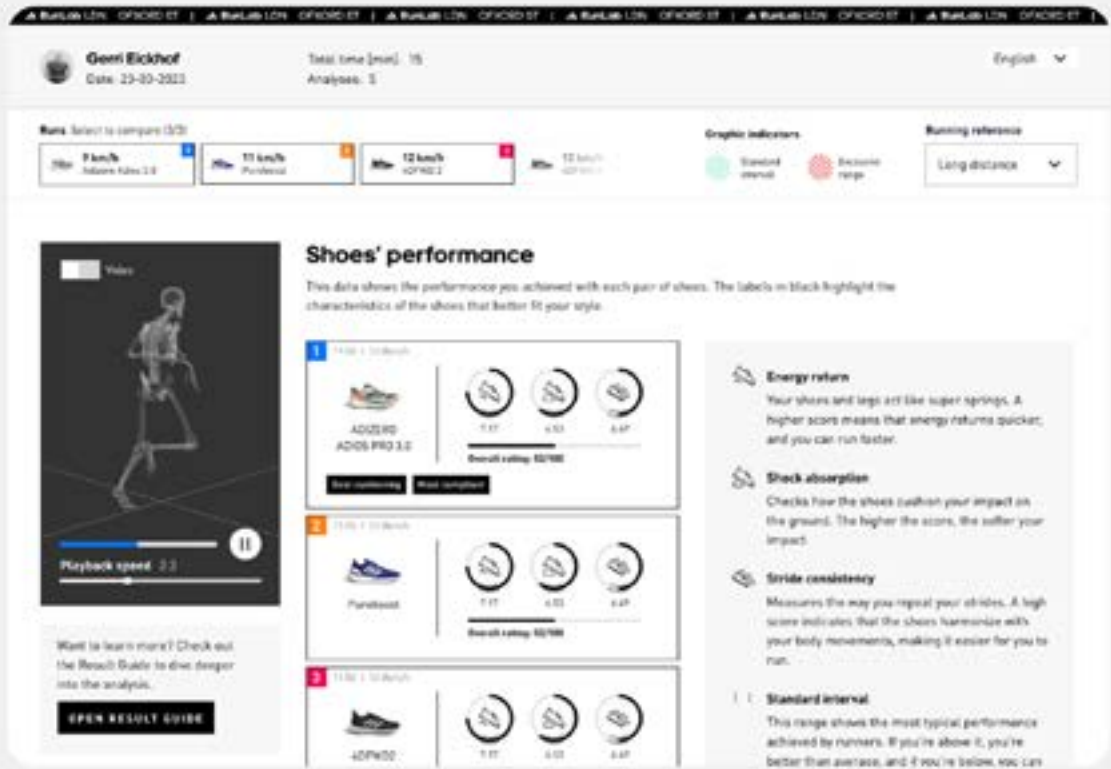
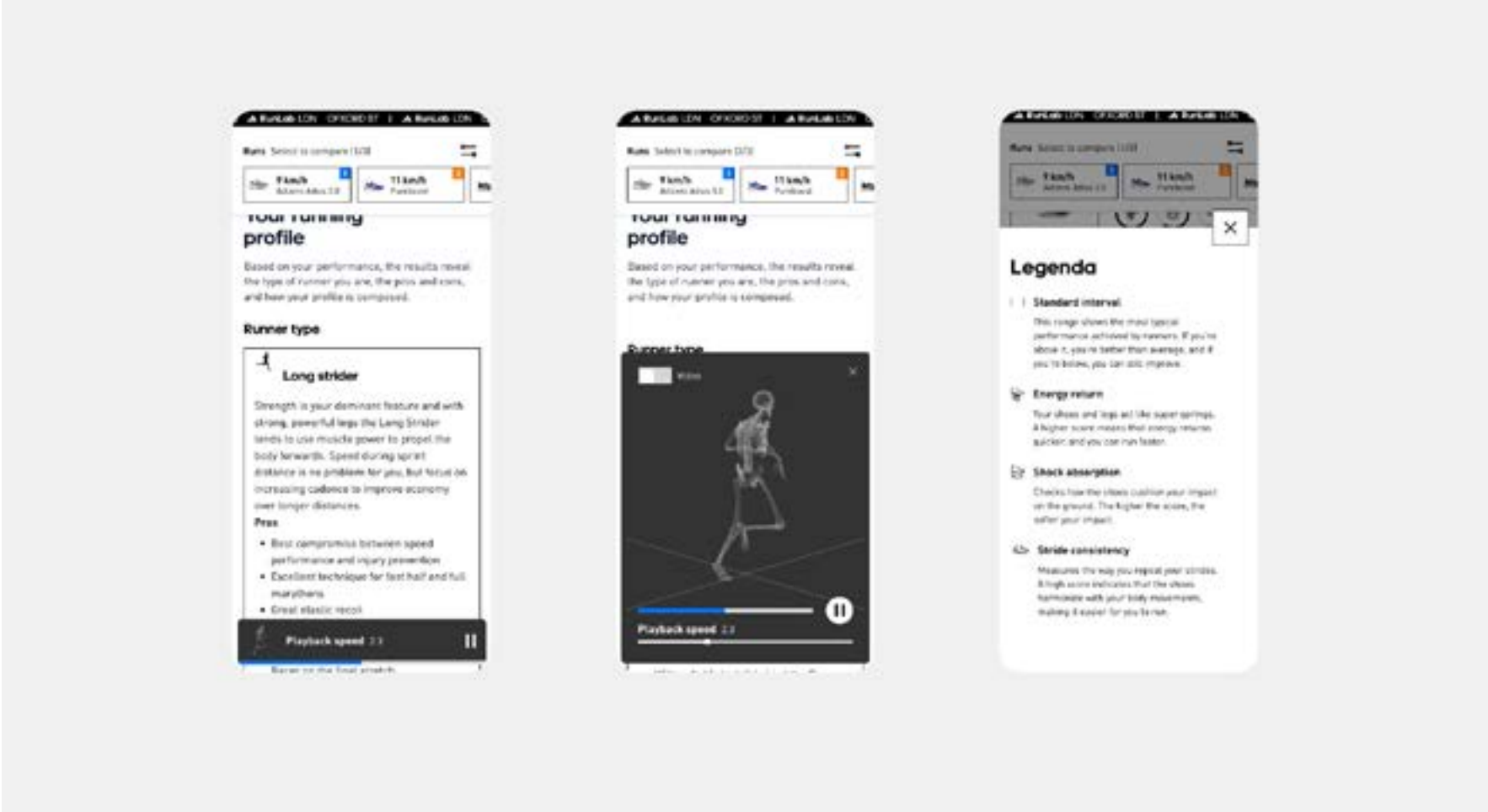


/ Details

Year
2023

Client
adidas

What SuperBruut did
Visual design
UX design support
High fidelity prototyping



/ Details

Year
2023

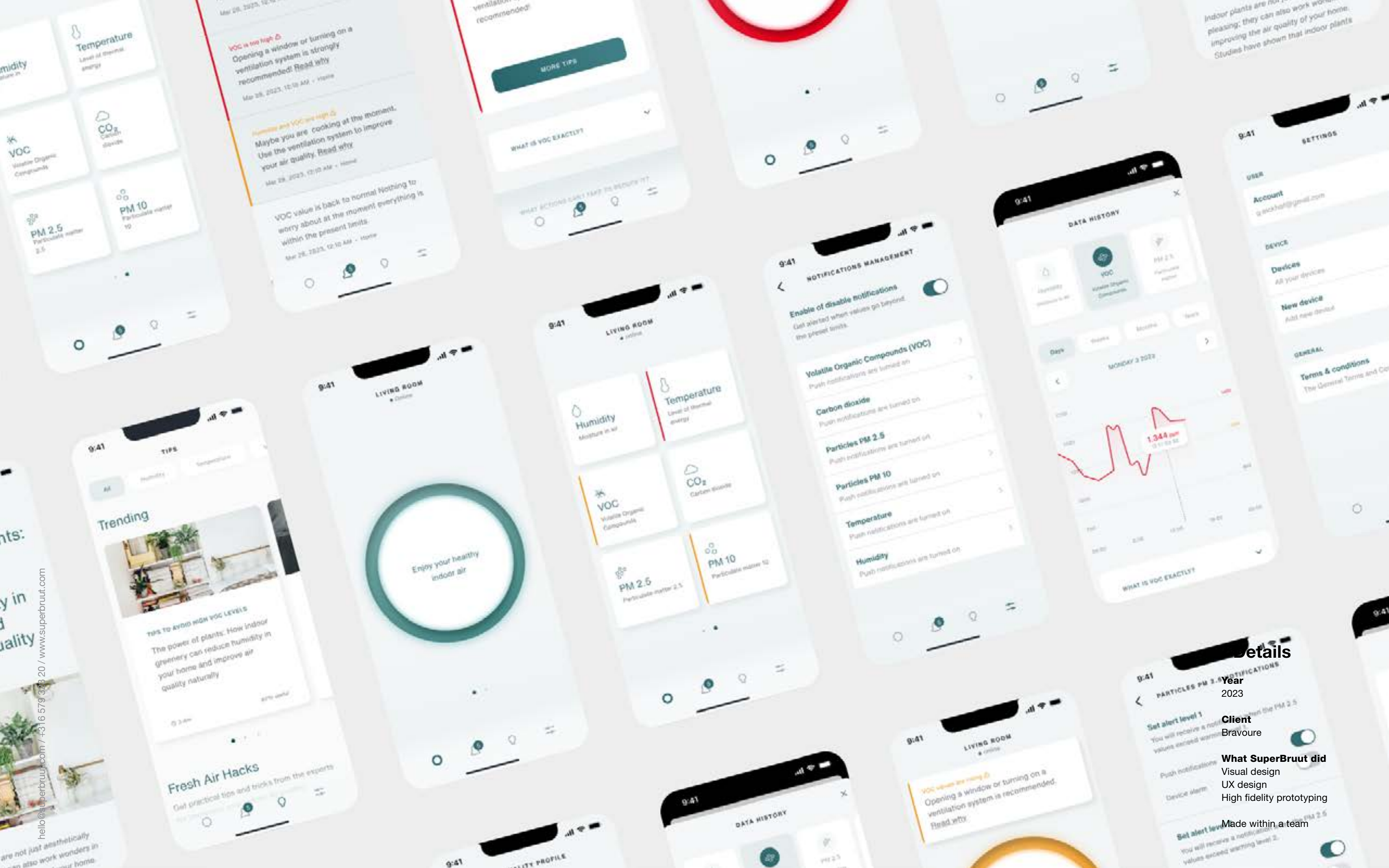
Client
adidas

What SuperBruut did
Visual design
UX design support
High fidelity prototyping

PROJECT

ZEHNDER AIRDENTIFIER

VISUAL & UX DESIGN



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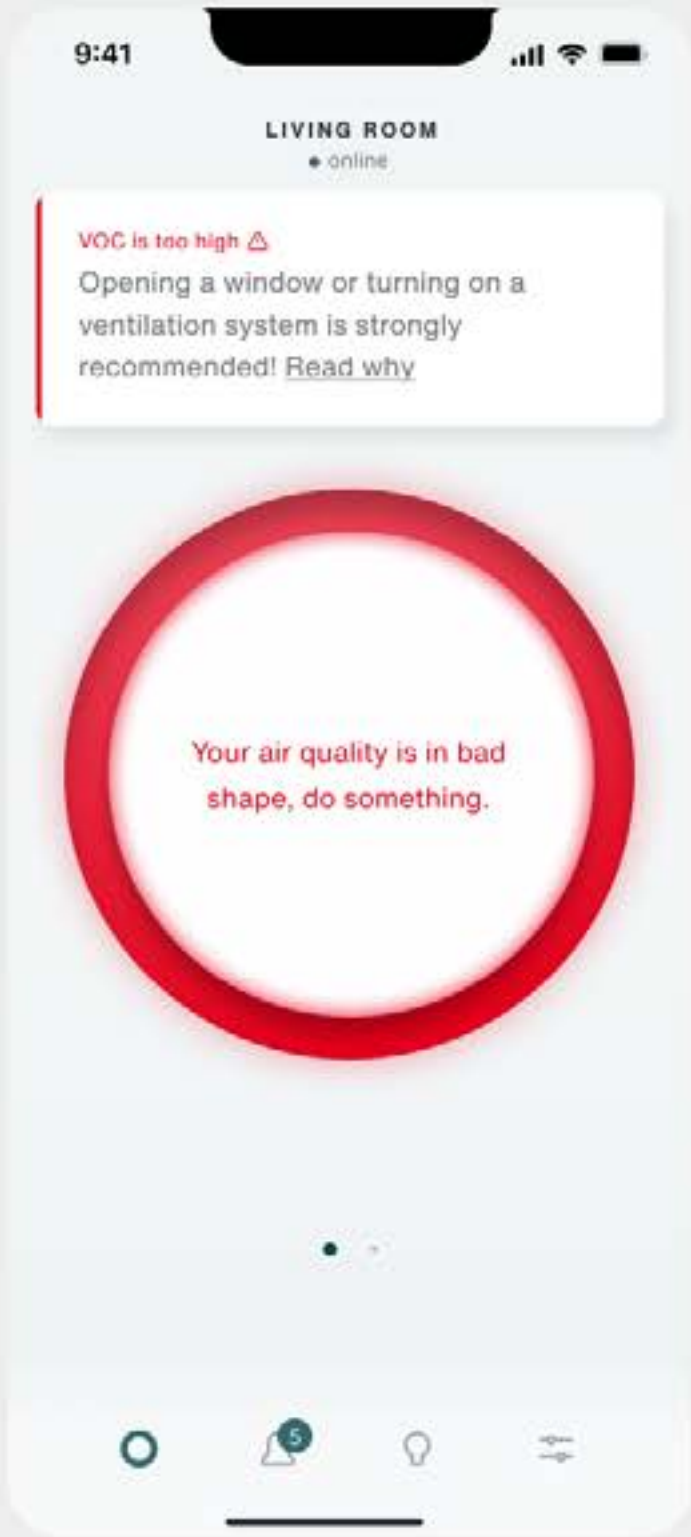
Details

Year
2023

Client
Bravoure

What SuperBruut did
Visual design
UX design
High fidelity prototyping

Made within a team



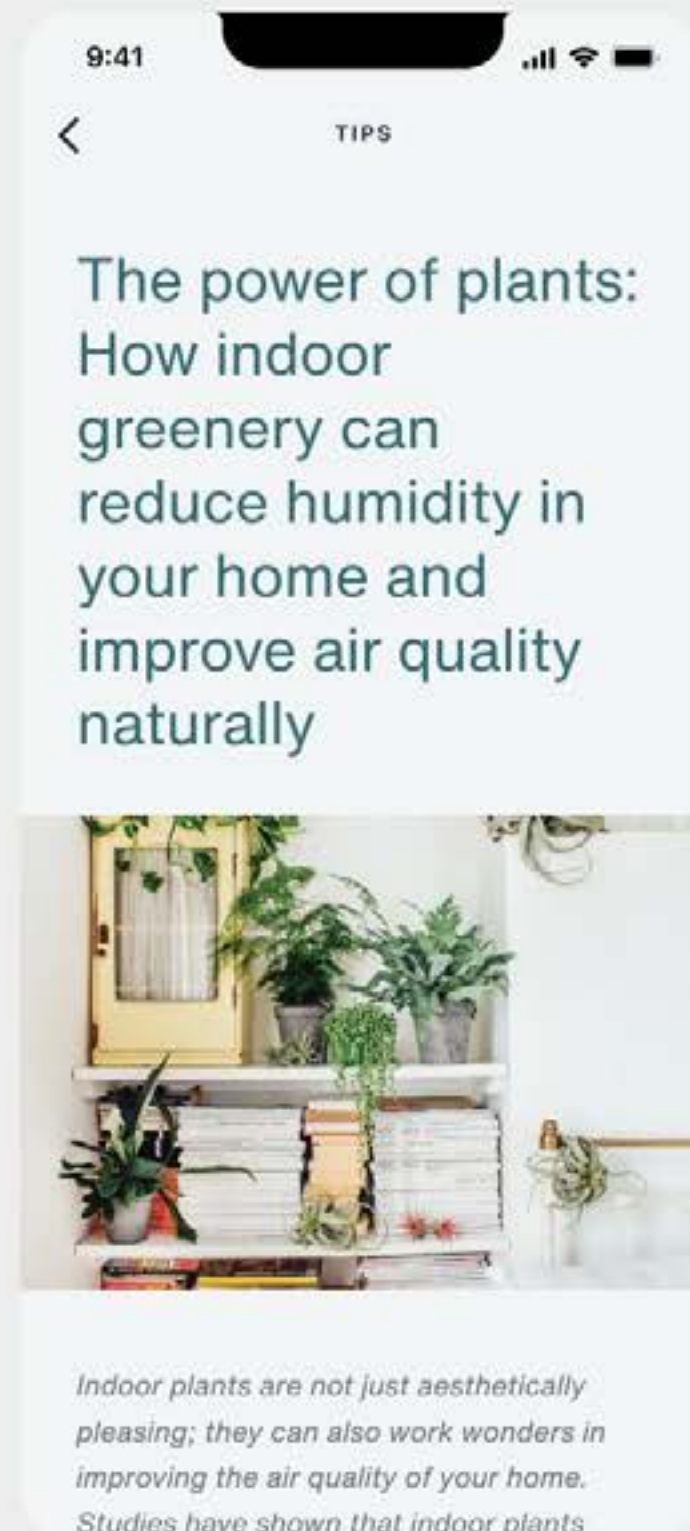
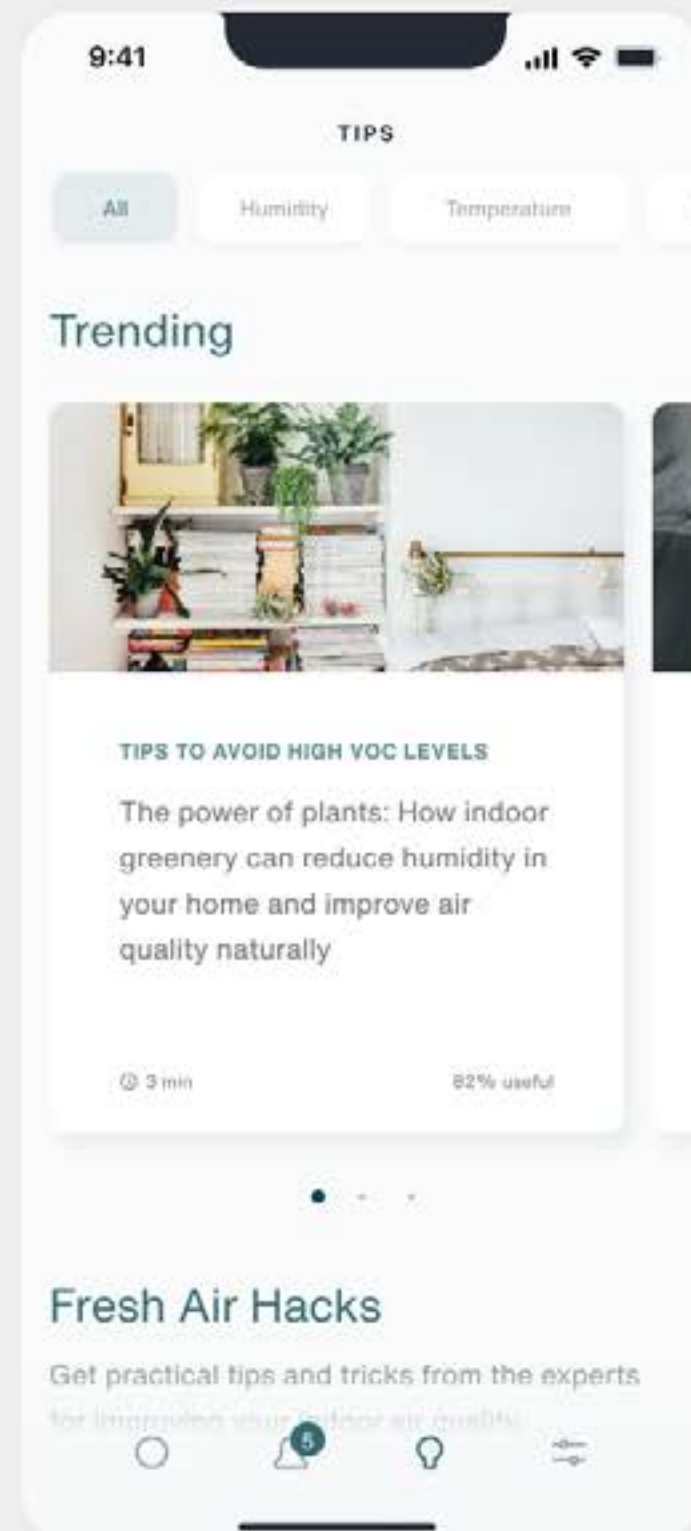
/ Details

Year
2023

Client
Bravoure

What SuperBruut did
Visual design
UX design
High fidelity prototyping

Made within a team



WHAT ACTIONS CAN I TAKE TO REDUCE IT?

To enjoy a healthier home environment, we've put together a few tips and actions for elevating your indoor air quality.



Increase ventilation

Good ventilation can help to reduce both humidity and VOC levels in indoor spaces. Ventilation helps to remove excess moisture and harmful chemicals from the air, creating a healthier and more comfortable living environment.



/ Details

Year
2023

Client
Bravoure

What SuperBruut did
Visual design
UX design
High fidelity prototyping

Made within a team

What steps can I take to avert it in the future?

Check our tips section. There you'll find helpful information and ways on optimising air quality and a healthy environment.

PROJECT

NOT IMPORTANT

BRANDING



/ Details

Year
2023

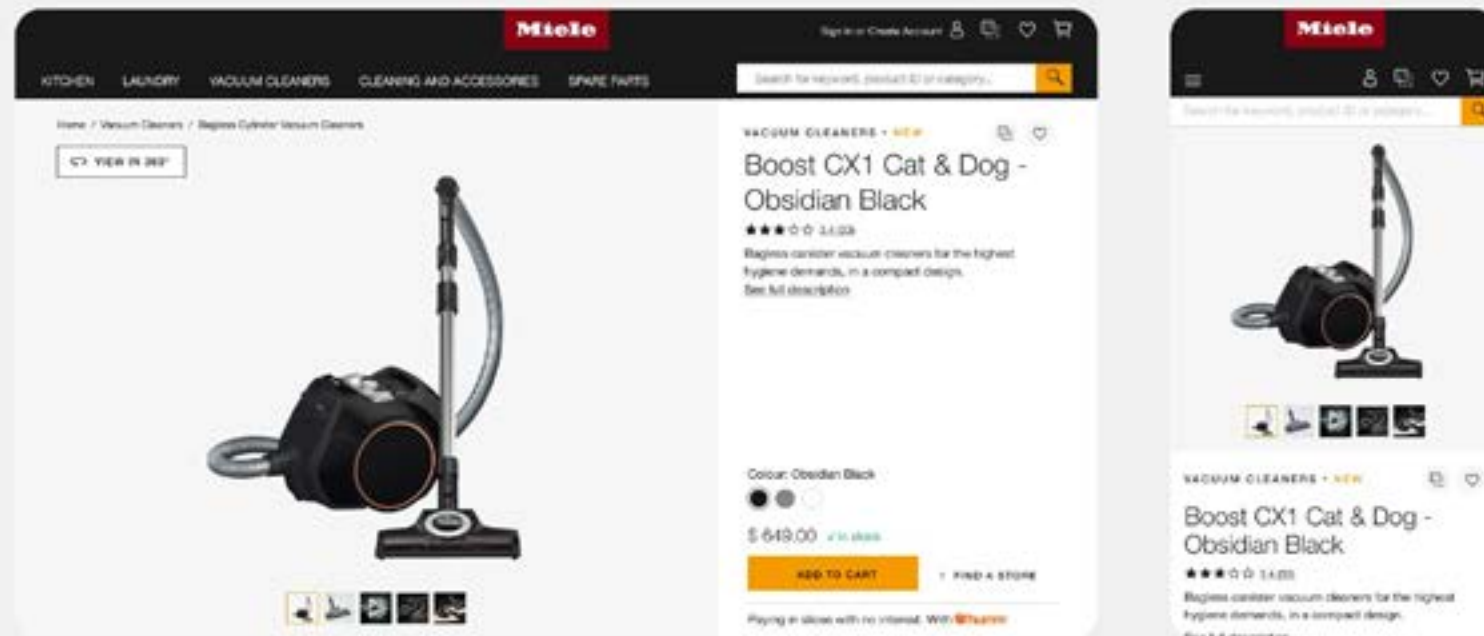
Client
Not Important studio

What SuperBruut did
Art Direction
Branding
Animation

PROJECT

MIELE

VISUAL DESIGN



Miele needed to modernise an ageing ecommerce platform across multiple markets, without a full rebuild. Working as a design duo with a UX specialist, we used Baymard research and benchmarking to identify where the experience fell short, then cleaned up the fundamentals: hierarchy, typography, colour, and friction across PLP, PDP, cart and checkout.

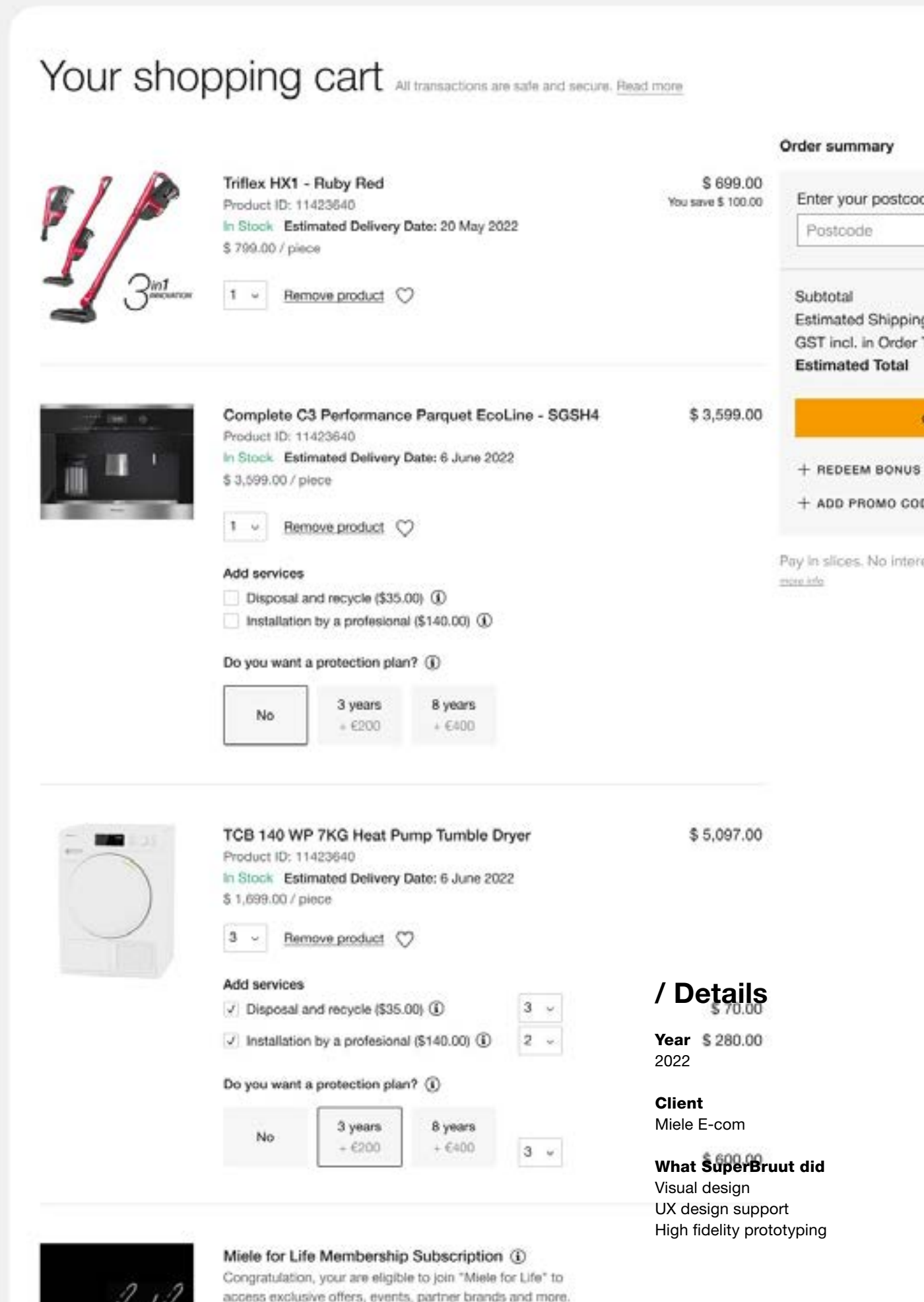
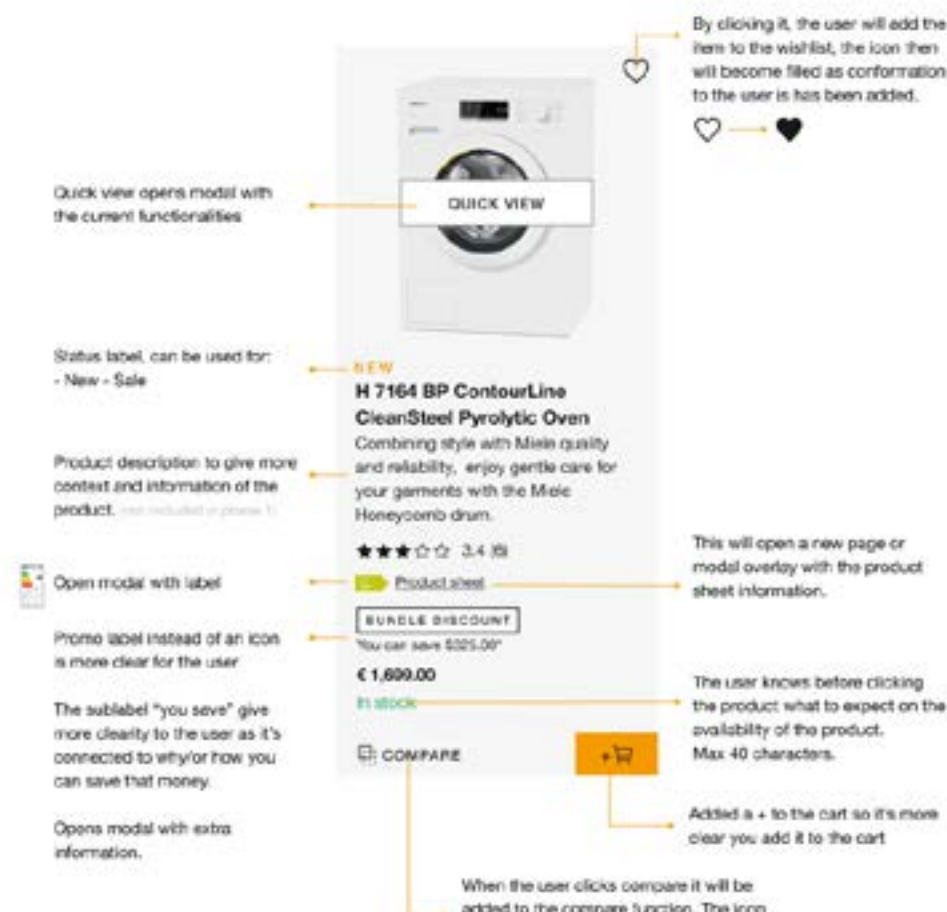
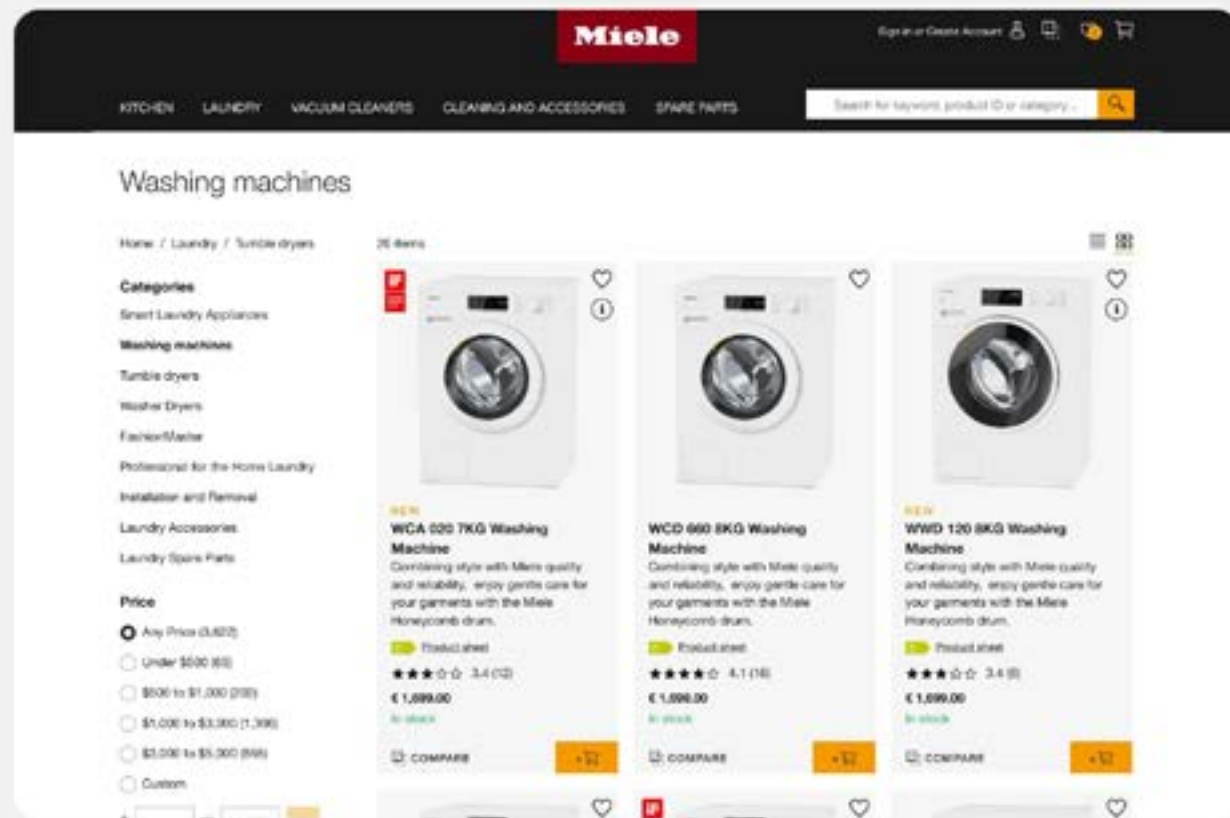
The result was a 45% uplift in product views, 59% more add-to-cart interactions, and a 64% rise in CTR across the Australian market.

/ Details

Year
2022

Client
Miele E-com

What SuperBruut did
Visual design
UX design support
High fidelity prototyping



/ Details

Year \$ 280.00
2022

Client
Miele E-com

What SuperBruut did
Visual design
UX design support
High fidelity prototyping

PROJECT

RZ

BASKETBALL

BRANDING & WEBDESIGN & ART DIRECTION



**ROTTERDAM
ZUID**
BASKETBALL

RZ Basketball is an amateur club with a history that swings between playing against Real Madrid and Maccabi Tel Aviv, to a burned-down clubhouse and a reputation as a 'ghetto' club. The idea was to stop fighting the reputation and own it: a family club with attitude.

I developed the full visual identity, from logo to photography direction to merchandise, and built a simple design framework accessible enough for anyone in the club to use day-to-day.

/ Details

Year
2017 - 2020

Client
Rotterdam Zuid Basketball

What SuperBruut did
Art direction
Apparel design
Concept design
Graphic/visual design
Logo design
Website

23 MEI

RZ GALA
2018



ROTTERDAMZUID.COM | @RZBASKETBALL | #RZBASKETBALL



/ Details

Year
2017 - 2020

Client
Rotterdam Zuid Basketball

What SuperBruut did
Art direction
Apparel design
Concept design
Graphic/visual design
Logo design
Website

WEARERZ



/ Details

Year
2017 - 2020

Client
Rotterdam Zuid Basketball

What SuperBruut did
Art direction
Apparel design
Concept design
Graphic/visual design
Logo design
Website

JOIN THE TEAM



**OPZOEK NAAR EEN LEUKE TEAMSPORT?
GRATIS PROEFTRAININGEN BIJ RZ BASKETBALL.
MELD JE NU AAN!**

CODE VOOR MEER INFORMATIE OF KLIK OP ROTTERDAMZUID.COM

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ROTTERDAMZUID.COM / #RZBASKETBALL @RZBASKETBALL



JOIN THE TEAM



**OPZOEK NAAR EEN LEUKE TEAMSPORT?
GRATIS PROEFTRAININGEN BIJ RZ BASKETBALL.
MELD JE NU AAN!**

SCAN DE QR CODE VOOR MEER INFORMATIE OF KLIK OP ROTTERDAMZUID.COM

ROTTERDAMZUID.COM / #RZBASKETBALL @RZBASKETBALL



JOIN THE TEAM



**OPZOEK NAAR EEN LEUKE TEAMSPORT?
GRATIS PROEFTRAININGEN BIJ RZ BASKETBALL.
MELD JE NU AAN!**

SCAN DE QR CODE VOOR MEER INFORMATIE OF KLIK OP ROTTERDAMZUID.COM

ROTTERDAMZUID.COM / #RZBASKETBALL @RZBASKETBALL



/ Details

Year
2017-2020

Client
Rotterdam Zuid Basketball

What SuperBruut did

Art direction
Apparel design
Concept design
Graphic/visual design
Logo design
Website



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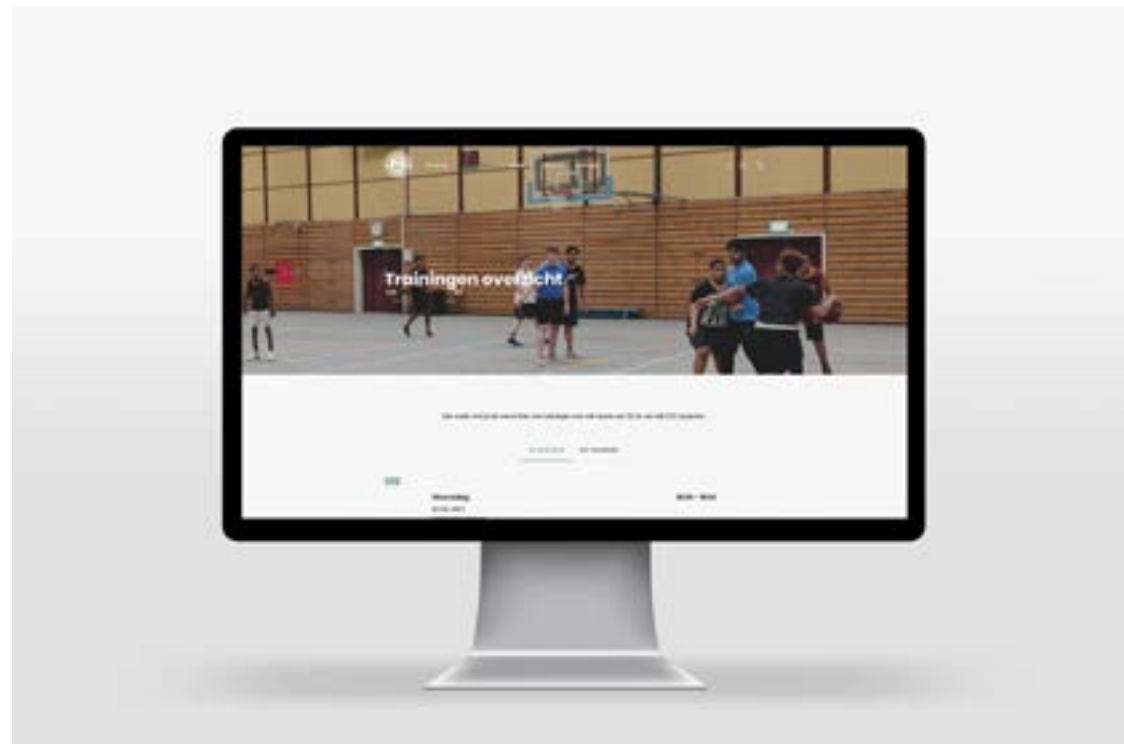


/ Details

Year
2017 - 2020

Client
Rotterdam Zuid Basketball

What SuperBruut did
Art direction
Apparel design
Concept design
Graphic/visual design
Logo design
WebSite



/ Details

Year
2017 - 2020

Client
Rotterdam Zuid Basketball

What SuperBruut did
Art direction
Apparel design
Concept design
Graphic/visual design
Logo design
Website

PROJECT

BEST KEPT SECRET

VISUAL DESIGN



/ Details

Year
2021

Client
Bravoure

What SuperBruut did
Visual design
UX design support
High fidelity prototyping

Made in a team together with
Simon Sitanala

BEST KEPT SECRET

YES, WE ARE EXTREMELY THANKFUL TO
ONCE AGAIN ORHGANIZE BEST KEPT
SECRET IN THE AMAZING WOODLANDS OF
BEEKSE BERGEN. THIS MEANS WE WILL
TRY OUR BEST TO SUSTAIN ITS BEAUTY.
SEVEN YEARS OF LEGENDARY SHOWS ARE
NOW PRINTED ON BEST KEPT SECRET'S
CUPS: WE HAVE BEEN USING A DEPOSIT
SYSTEM FOR DRINKING CUPS SINCE THE
FIRST EDITION OF 2012. THIS TENS OF
THOUSANDS OF DISPOSABLE PALASTIC
CUPS PER EDITION. INCOLLABORATION
WITH OUR VENDORS, WE TRY TO REDUCE
THE AMOUNT OF FOOD WASTE/ TO
ACHIEVE IT. WE WORK A LOT WITH
LOCAL VOICES INTERIORS., SUPPLIERS,
PRIC DEMARCO PRIEW. A PART OF OUR
STEREOLAB ALDO BACKSTAGE
BIG THIEF FAT V
PROB AN ASKIN IS ON FIXED VOLTAGE.
THIS REDUCES THE USE OF GENERATORS
AND SPARES THOSUANDS OF LITERS OF
DIESEL FUEL. WEHAVE SWITCHED ALMOST
ALL OF THE EXTERIOR LIGHTING ON THE
FESTIVAL GROUNDS TO THE LATEST LED

TICKETS P10 BEST KEPT TALENTS KEEP THE SEC

PROGRAM

INFO

LEON BRIDGES



FEW ARTISTS HAVE ENCOMPASSED THE
PROFOUND BREADTH OF HUMAN
EMOTION QUITE LIKE NICK CAVE AND HIS
BAD SEEDS. MENACING, INTROSPECTIVE,
MOURNFUL, SCATCHING AND OFTEN-
TIMES VERGING ON THE SPIRITUAL, THEY
HAVE ONE OF THE MOST MAJESTIC,
IMMERSIVE BACK CATALOGS IN THE
HISTORY OF POP MUSIC. AS A CERTIFIED
AUTEUR, NICK CAVE MIGHT VOICES INTER
SECRET ALL THAT WELL KEIC DEMARCO PRI
HIS MYSTIQUE AND MAGISTEREOLAB ALDO
ONLY GROW WITH AGE. BIG THIEF FAT V
AN ASKIN

SUNDAY JUNE 12, 2022



TICKETS P10 BEST KEPT TALENTS KEEP THE SEC

ABOUT TICKETS ACCOMMODATIONS GENERAL CLOSE

Something you tell everybody to tell nobody... all
weekend tickets for Best Kept Secret will go on
sale on Tuesday, Nov 30 at noon. Day tickets will
go on sale at Feb 1, 2022.

WEEKEND TICKETS

WEEKEND INCL. CAMPSITE TICKET +

FRIENDS TICKET -
Where are your friends tonight? Get 10
weekend incl. campsite tickets with €15,-
discount p.p.! Note: limited stock.

[Get this ticket](#)

WEEKEND EXCL. CAMPSITE TICKET +
/ Details
Year
2021

Client
Bravoure

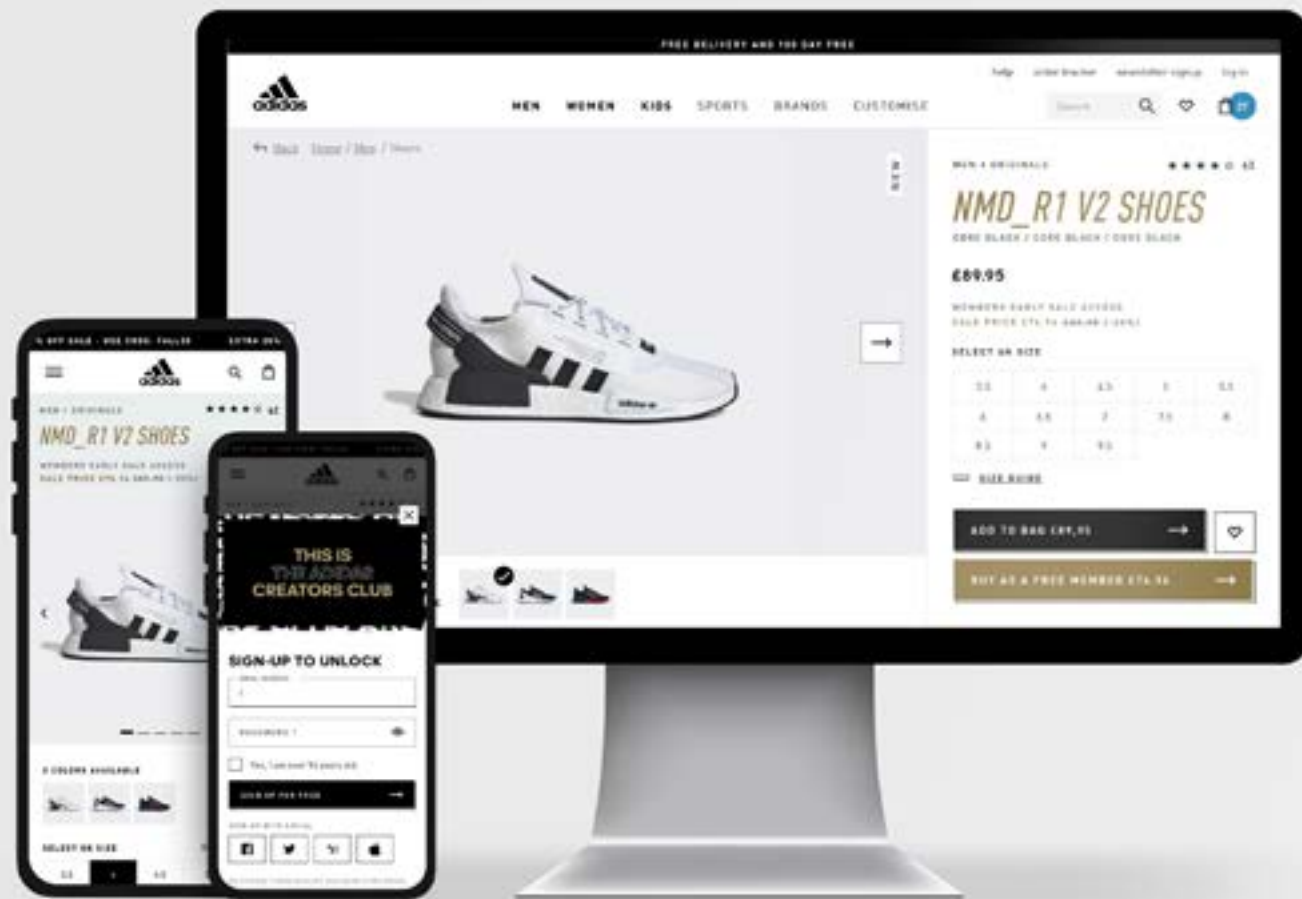
DAY TICKETS
What SuperBruut did
Visual design
UX design support
High fidelity prototyping

FRIDAY / SATURDAY / SUNDAY
Made in a team together with
Simon Sitanala

PROJECT

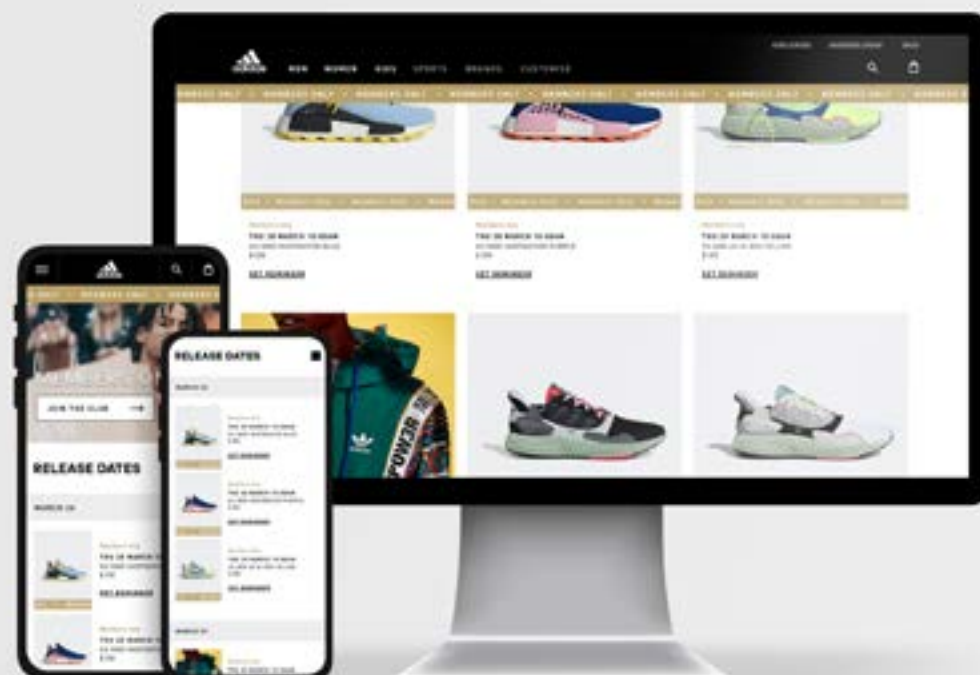
ADIDAS

VISUAL DESIGN



adidas needed a way to surface membership-exclusive deals across their website without a clear visual system to distinguish them. I designed a coherent membership identifier style that integrated into the existing adidas design language, giving logged-in users a recognisable experience across the full journey.

From there, the focus shifted to the account area, making it more personalised, user-friendly and mobile-first.

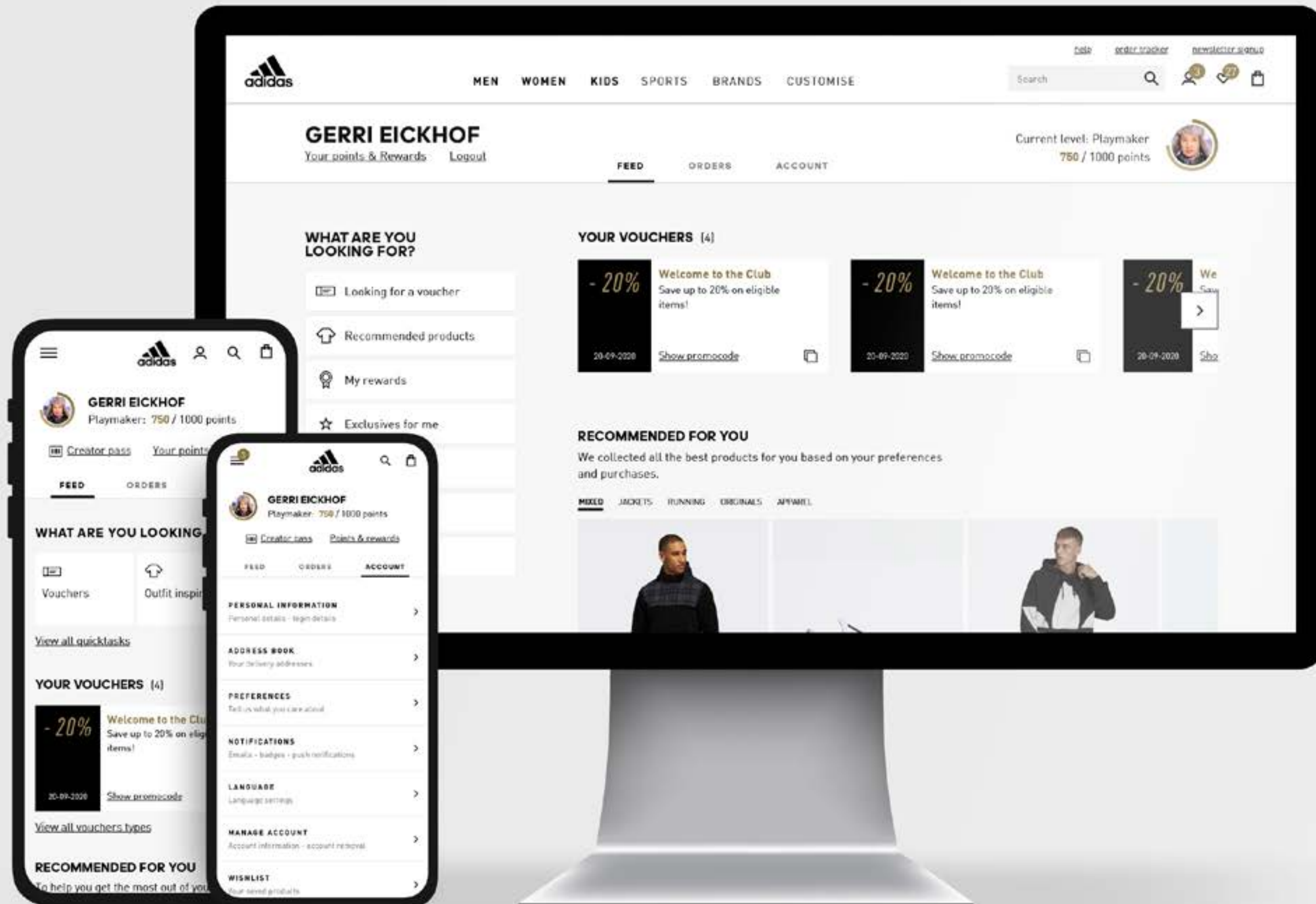


/ Details

Year
2020-2021

Client
Adidas
Membership my account

What SuperBruut did
Visual design

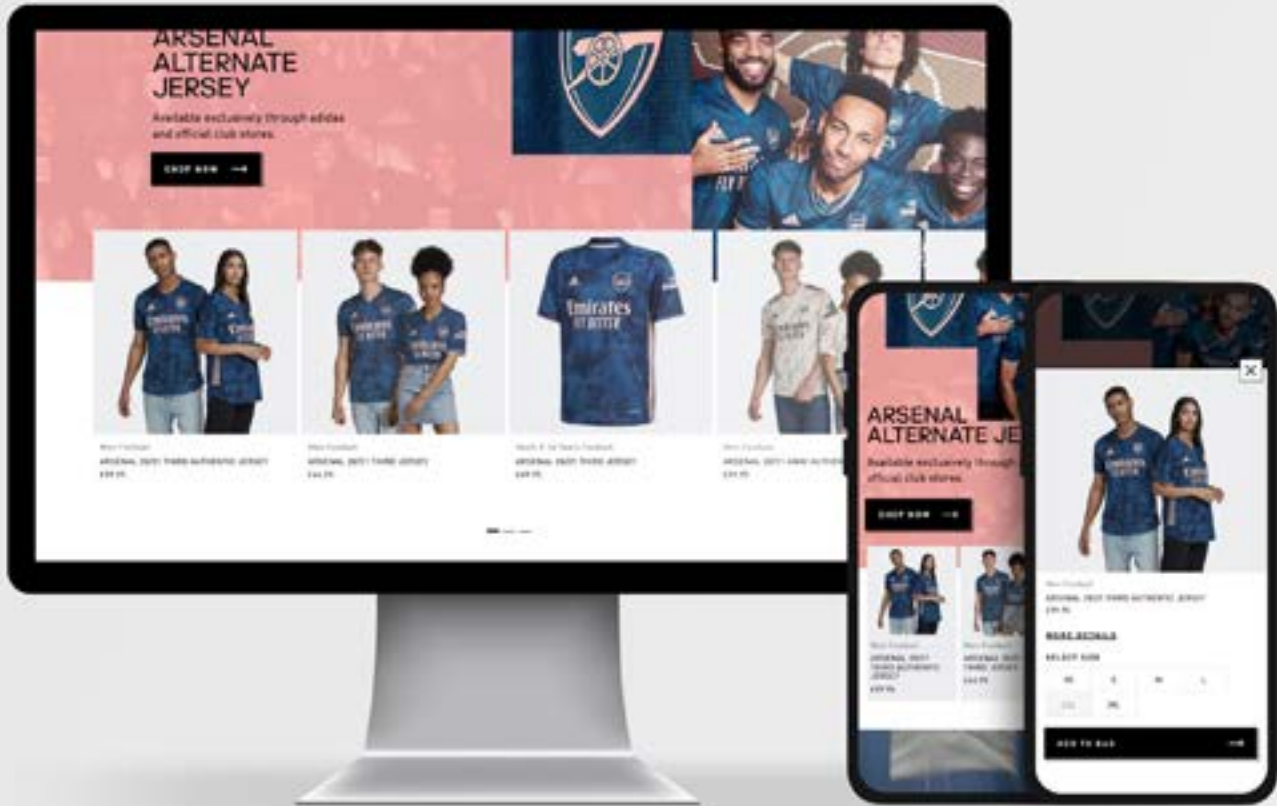


/ Details

Year
2020-2021

Client
Adidas
Membership my account

What SuperBruut did
Visual design



A BASKETBALL COLLECTION BY ADIDAS AND PHARRELL WILLIAMS

Dedicated to the spirit of sport, competition and creativity, this collection celebrates basketball's spirit of creative unity and fierce gameday competition. Infusing both new and classic adidas silhouettes, Pharrell unites on-court basketball performance with off-court lifestyle.



Lifestyle | Men

MONDAY 04 APRIL AT 10:00 AM
PHARRELL WILLIAMS BB HOODIE
£74.95



Lifestyle | Men

MONDAY 04 APRIL AT 10:00 AM
PHARRELL WILLIAMS BB T-SHIRT
£37.95



Lifestyle | Men

MONDAY 04 APRIL AT 10:00 AM
PHARRELL WILLIAMS BB SHORTS
£44.95



Basketball | Men

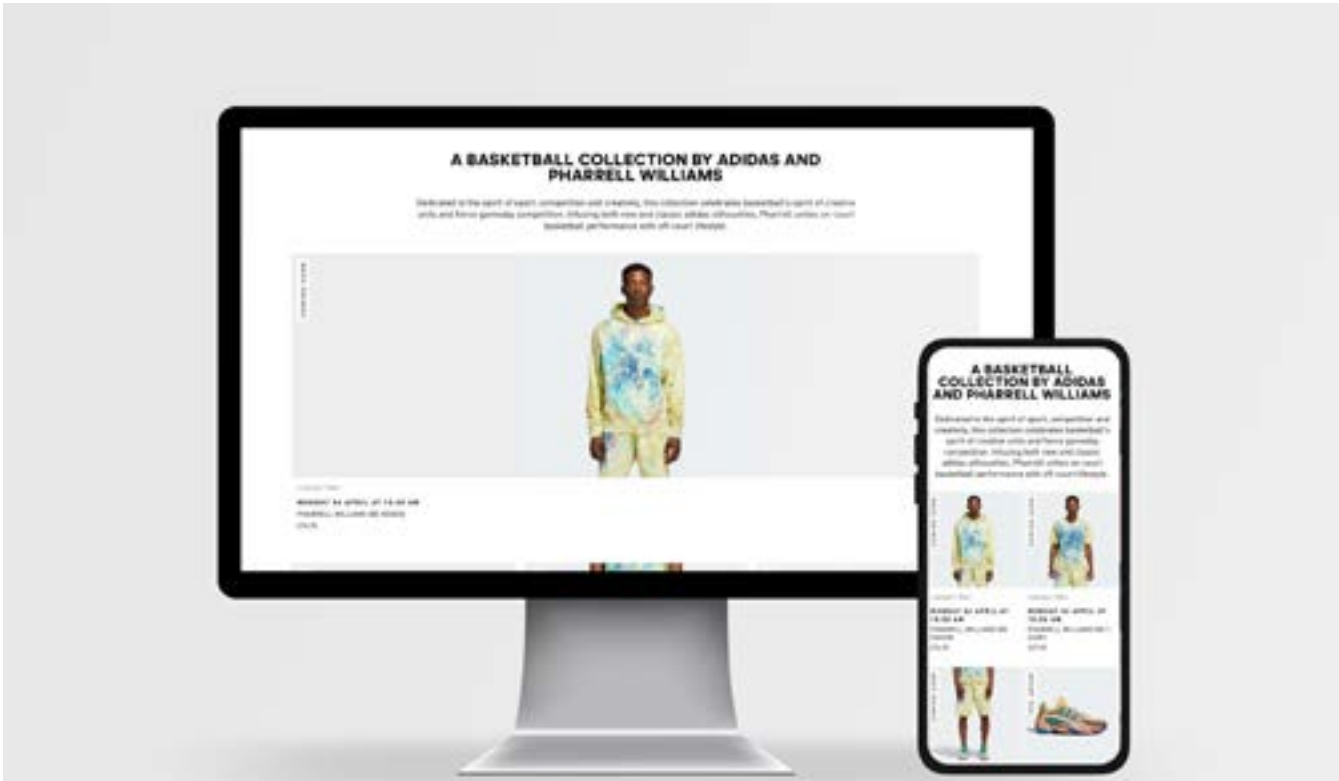
MONDAY 04 APRIL AT 10:00 AM
CRAZY BYW 2.0 PHARRELL WILLIAMS SHOES
£159.95

/ Details

Year
2020

Client
Adidas
Showcase component

What SuperBruut did
Visual design

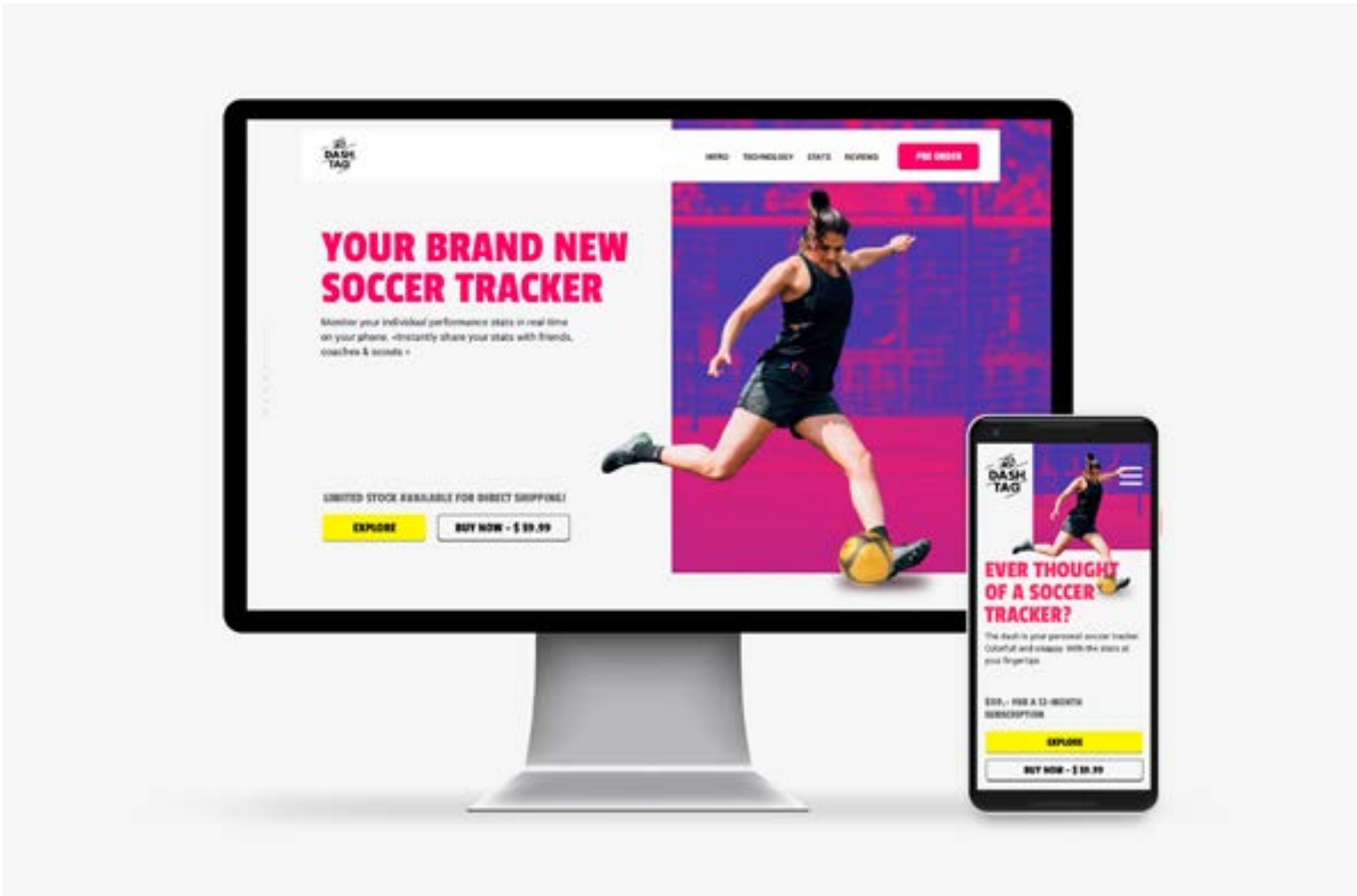




PROJECT

DASHTAG

WEB, APP & STYLE DESIGN



48M

THE POWERLINE

Our powerline indicates the amount of sprints over time. The higher the peak, the more sprints you had in a certain period.

[READ MORE](#)

THE <DASHSTATS>

Our grading system tells you instantly how you performed.

[READ MORE](#)

OVERALL 74

PACE 71

LOAD 78

POWER 80

ENDURANCE 73

THE HIGHLIGHTS

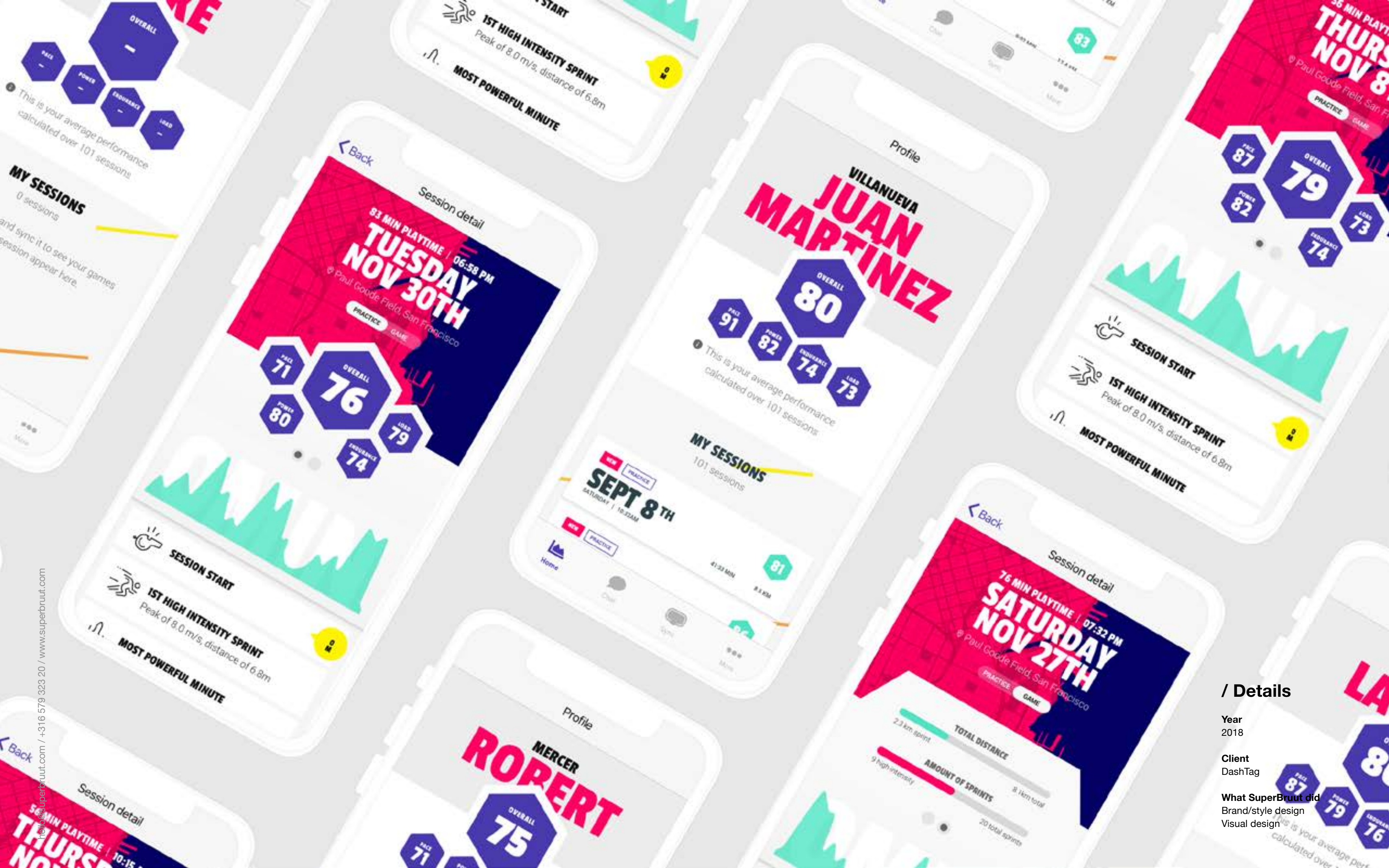
We've developed the 10 most insightful

/ Details

Year
2018

Client
DashTag

What SuperBruut did
Brand/style design
Visual design



/ Details

Year
2018

Client
DashTag

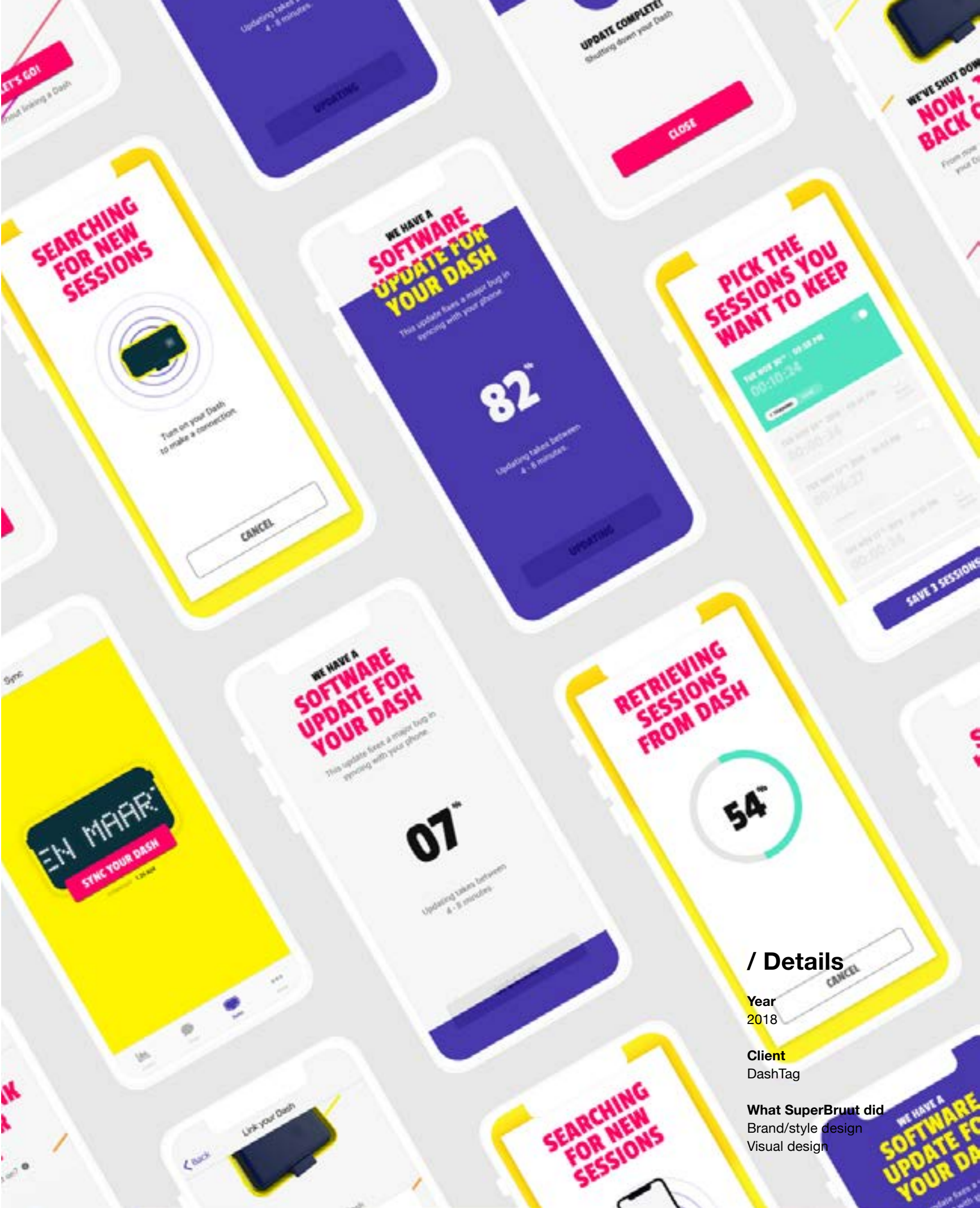
What SuperBruut did
Brand/style design
Visual design

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SELECTION OF DASHTAG ICONS

COLOUR PALETTE



/ Details

Year
2018

Client
DashTag

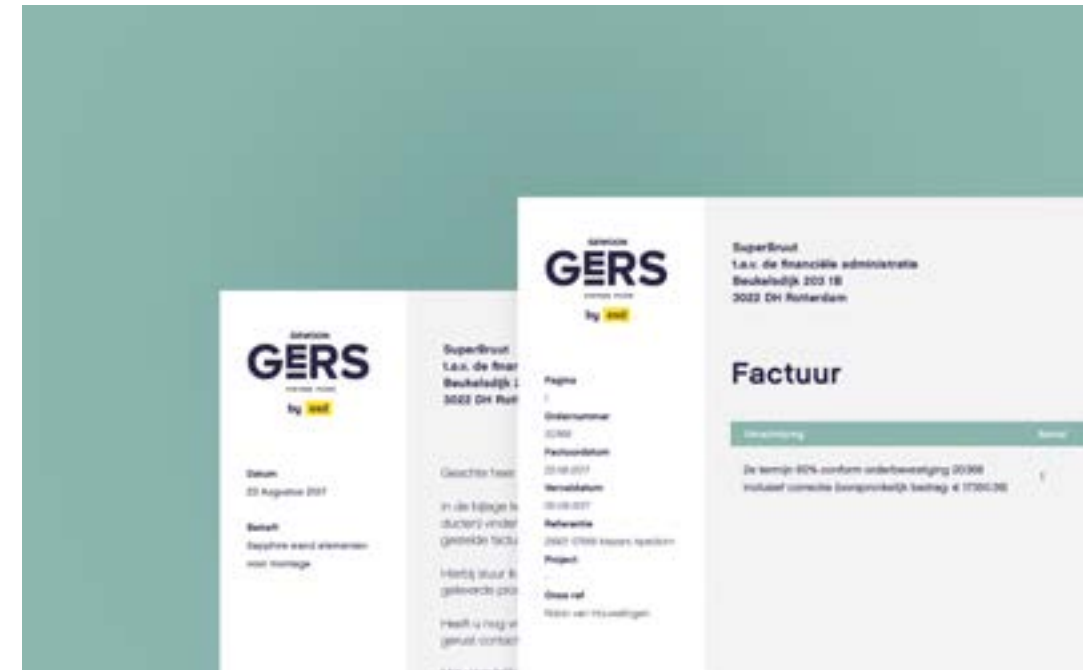
What SuperBruut did
Brand/style design
Visual design

PROJECT

GEWOONGERS

BRAND IDENTITY & WEBDESIGN

GEWOON
GERS
VINTAGE PUIEN
by **esd**



/ Details

Year
2017 - On going

Client
GewoonGers
ESD Systeemwanden

What SuperBruut did
Art direction
Concept design
Graphic design
Functional design
Interactive design
Wireframing

Over Gewoon Gers

GewoonGers begeleidt uw project van begin tot eind van schetsontwerp tot realisatie. Voor alles heeft u één aanspreekpunt en dat zijn wij. Al sinds 2005 zijn wij actief op de afbouwmarkt en sinds 2018 zijn wij ook actief op de particuliere markt. Deze ervaring gebruiken wij in ons werk waarbij wij streven naar tevreden en gelukkige opdrachtgevers, zowel particulier als zakelijk.

De moderne productiemethoden die wij hanteren werken nauw aan het realiseren van maatwerk tot op de millimeter nauwkeurig. Voor advies op maat kunt u altijd terecht bij onze specialisten. De product wordt op locatie vanuit lokale onderdelen opgebouwd door de specialist opgeleide monteurs van GewoonGers.

PREVIOUS

Foto's Showroom
Gewoon Gers

000

NEXT

Onze visie

Het creëren en de charme van vroeger combineren met de technologie van nu. Als het gaat om combineren en omvragen willen wij u zo wij mogelijk helpen!

GewoonGers vestigt zijn kantoor in
ESD systeemwanden te Vlaardingen.

Productie

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque quis dictum arcu. Phasellus pellentesque pharetra congue. Quis sed volutpat elit. Curabitur convallis laugis dolor at tristique. Vestibulum eget erat cursus elit, quis efficitur sem tempor in. Phasellus tristique nibh ante, at consectetur elit interdum sem. Cras tristique aliquam est, at viverra vivit pharetra id. Cras, congue erat. Quis, laugis.

MEER OVER PRODUCTIE



Stank profielen

Onze profielen zijn met circa 42mm erg sterk. Toch kunnen ze zorgen voor een drage of juist heel sterke uitwerking.



Persoonlijk op maat

De moderne productiemethoden die wij hanteren werken nauw aan het realiseren van maatwerk tot op de millimeter nauwkeurig.



12 jaar ervaring

Al sinds 2005 zijn wij actief op de afbouwmarkt en sinds 2018 zijn wij ook actief op de particuliere markt.

Vraag nu offerte aan

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque quis dictum arcu. Phasellus pellentesque pharetra congue. Quis sed volutpat elit. Curabitur convallis laugis dolor at tristique. Vestibulum eget erat cursus elit, quis efficitur sem tempor in. Phasellus tristique nibh ante, at consectetur elit interdum sem. Cras tristique aliquam est, at viverra vivit pharetra id. Cras, congue erat. Quis, laugis.

Productie

Quisque interdum lobortis nibh quis malesuada. Sed nec nisi quis tellus ultrices suscipit. Nulla sed sapien vitae est Mauris facilisis turpis nec mauris tristique, sed porta velit laculla. In laoreet nibh, placerat a maximus non, laugis non ex. Nam ultrices tristique libero quis nunc.

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PREVIOUS

Foto's productie proces

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NEXT

Vraag nu offerte aan

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GRATIS OFFERTE AANVRAGEN

Adres
ESD Systeemwanden B.V.
Industrieweg 20
2033 EE Vlaardingen

Contact
Telefoon: 010 - 501 06 20
Fax: 010 - 501 10 70
E-mail: info@gewoongers.nl

Gewoon Gers social
f t i n



Over GewoonGers Productie Referenties Contact

Google maps

ESD Systeemwanden B.V.
Industrieweg 20
2033 EE Vlaardingen
t: 010 - 501 06 20
f: 010 - 501 10 70
e: info@esdsysteemwanden.nl

Contact formulier

Naam
Telefoonnummer
E-mail adres

Naam

SEND

Offerte aanvragen formulier

Naam

Telefoonnummer

E-mail adres

Naam

SEND

Adres
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2033 EE Vlaardingen

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ESD social
f t i n

Referenties

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Vestibulum vitae nulla id
congue gravida

Locatie

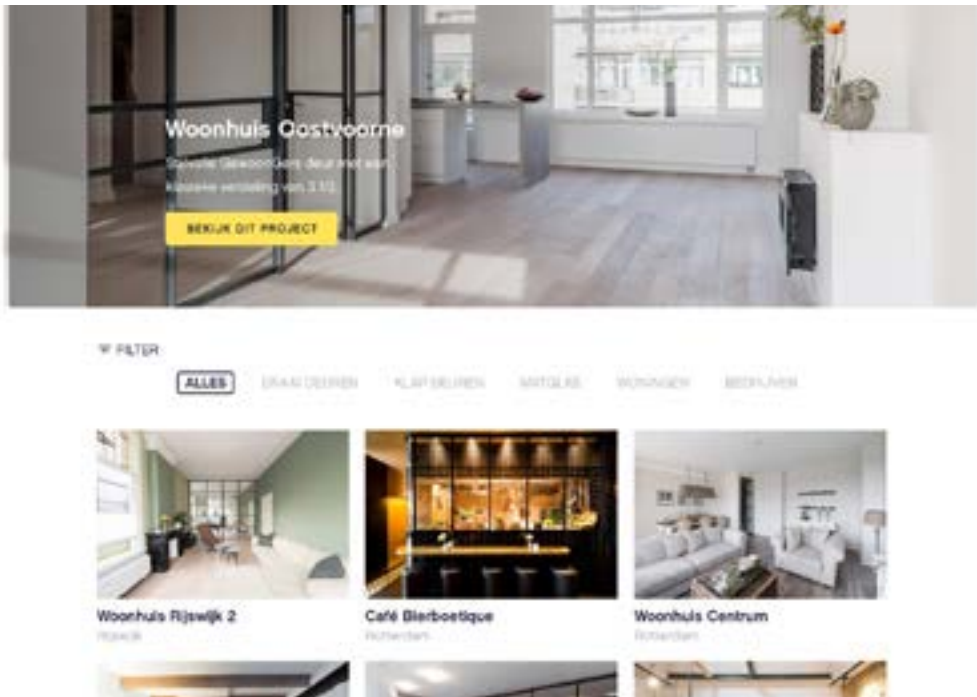
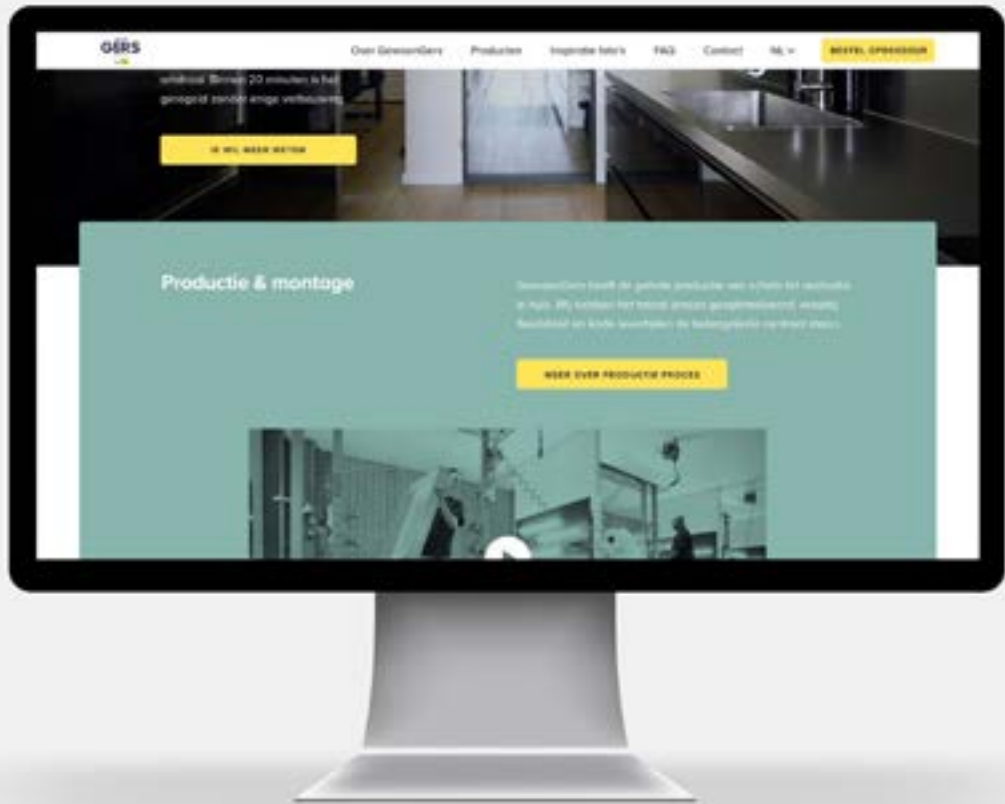
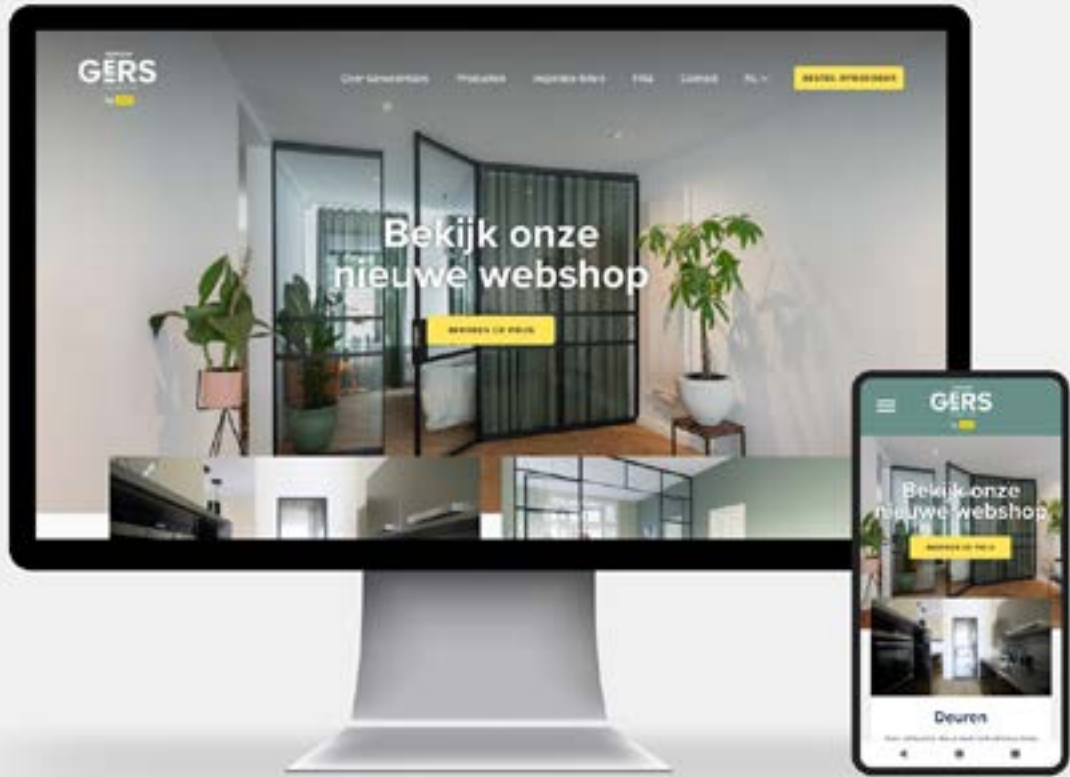
Meta Project

/ Details

Year
2017 - On going

Client
GewoonGers
ESD Systeemwanden

What SuperBruut did
Art direction
Concept design
Graphic design
Functional design
Interactive design
Wireframing

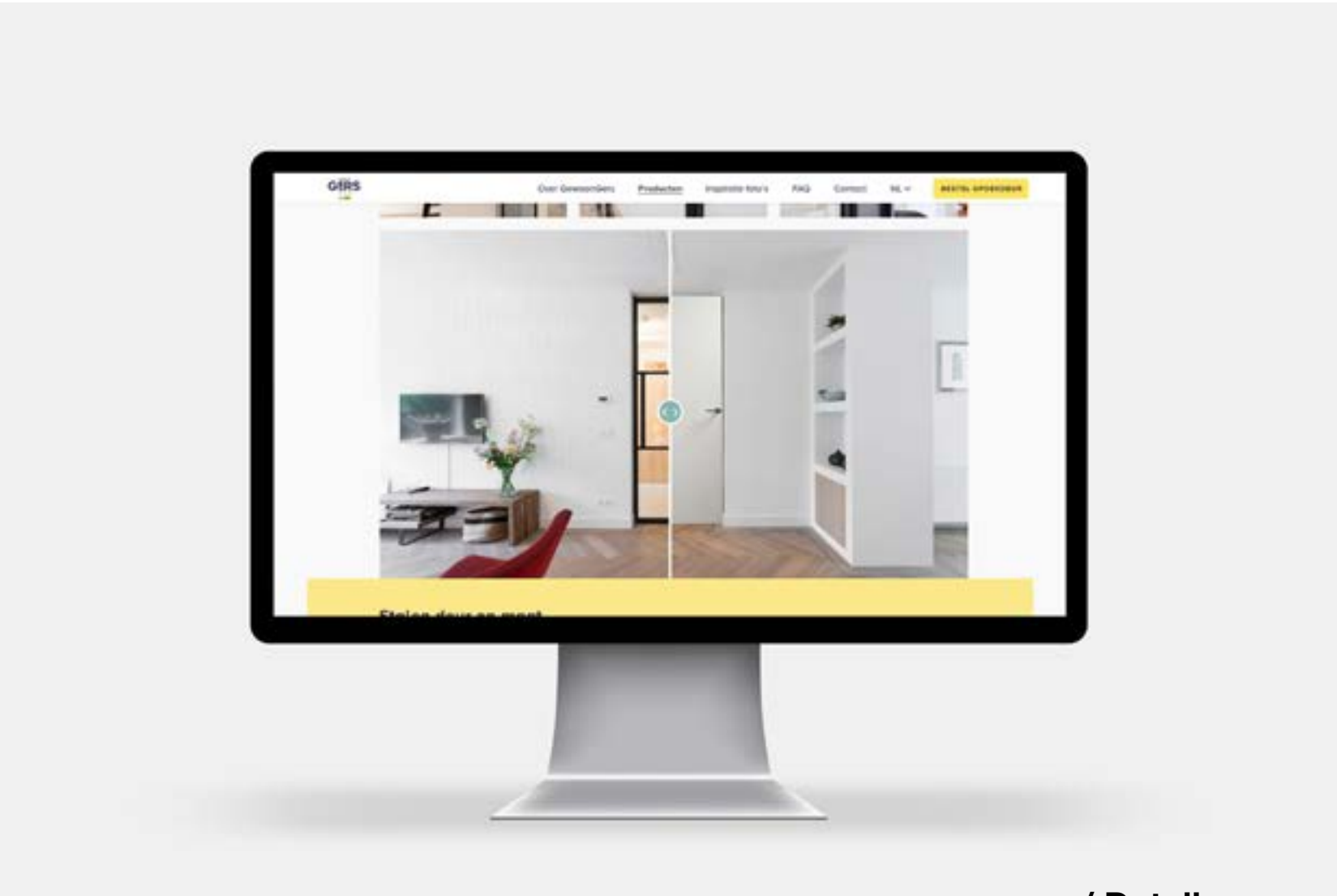
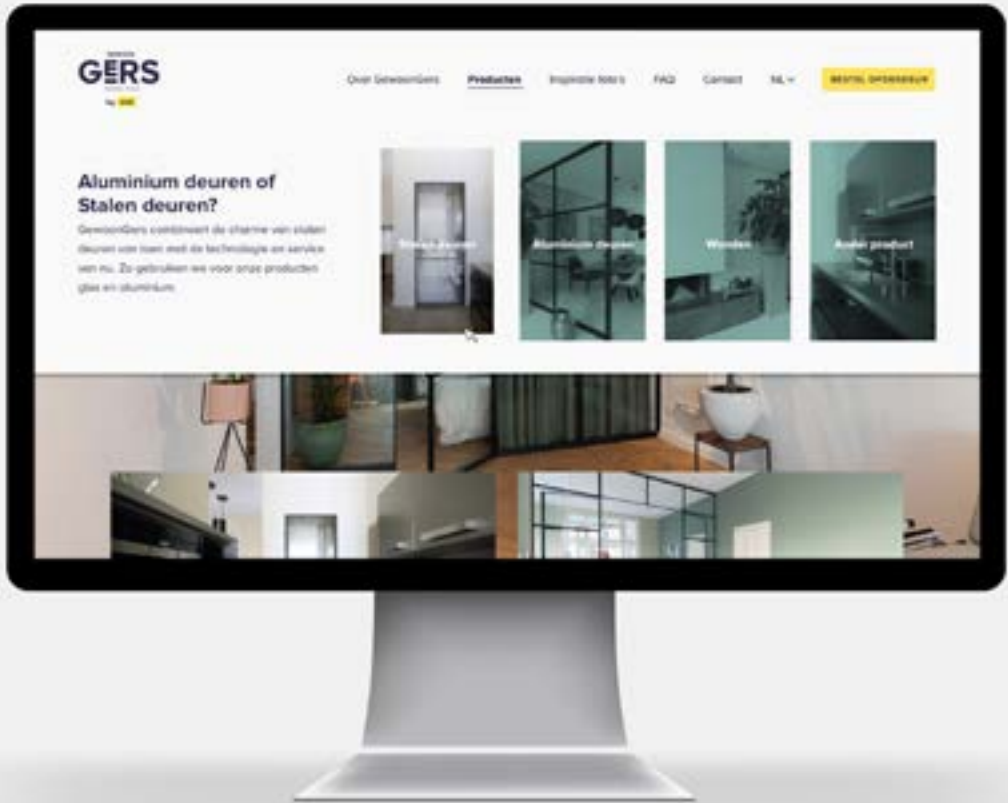


/ Details

Year
2017 - On going

Client
GewoonGers
ESD Systeemwanden

What SuperBruut did
Art direction
Concept design
Graphic design
Functional design
Interactive design
Wireframing

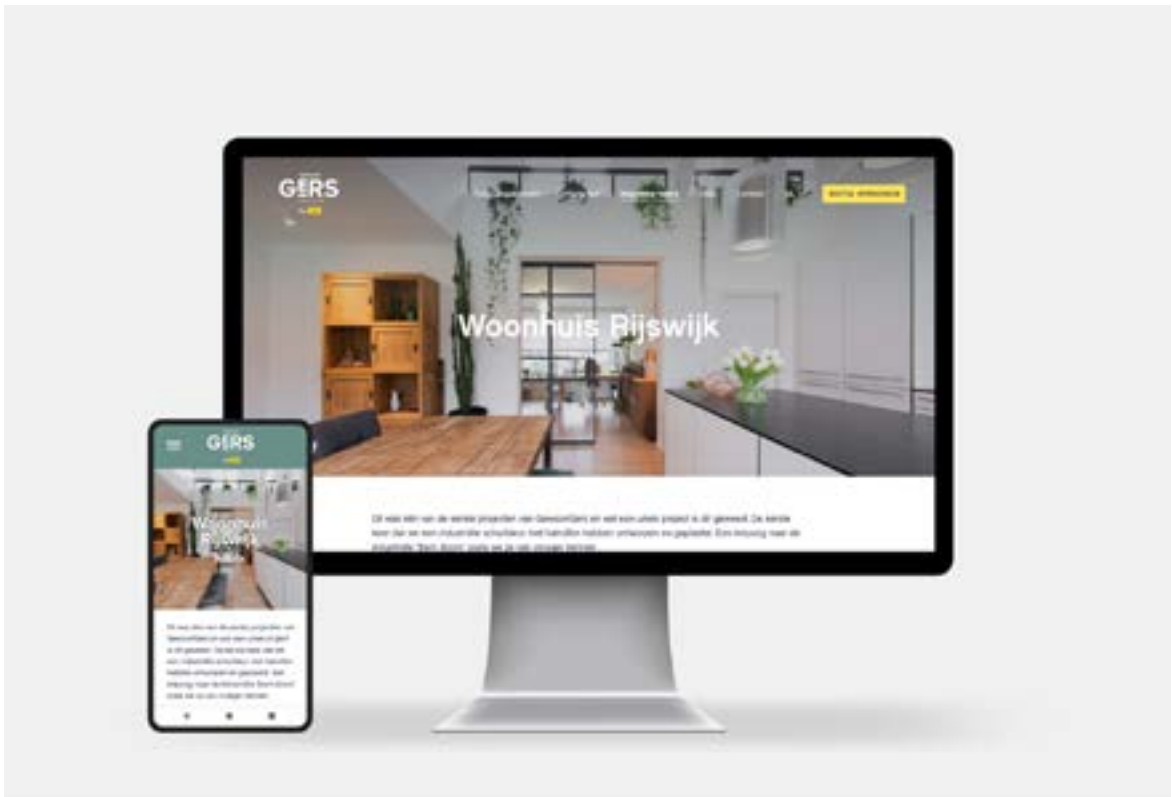


/ Details

Year
2017 - On going

Client
GewoonGers
ESD Systemwanden

What SuperBruut did
Art direction
Concept design
Graphic design
Functional design
Interactive design
Wireframing





/ 0

Year
2017 - On going

Client
GewoonGers
ESD Systeemwanden

What SuperBruut did
Art direction
Concept design
Graphic design
Functional design
Interactive design
Wireframing

PROJECT

**MY SUPER
AWESOME TRAVEL
ADVENTURES
INFOGRAPHICS**

INFOGRAPHICS

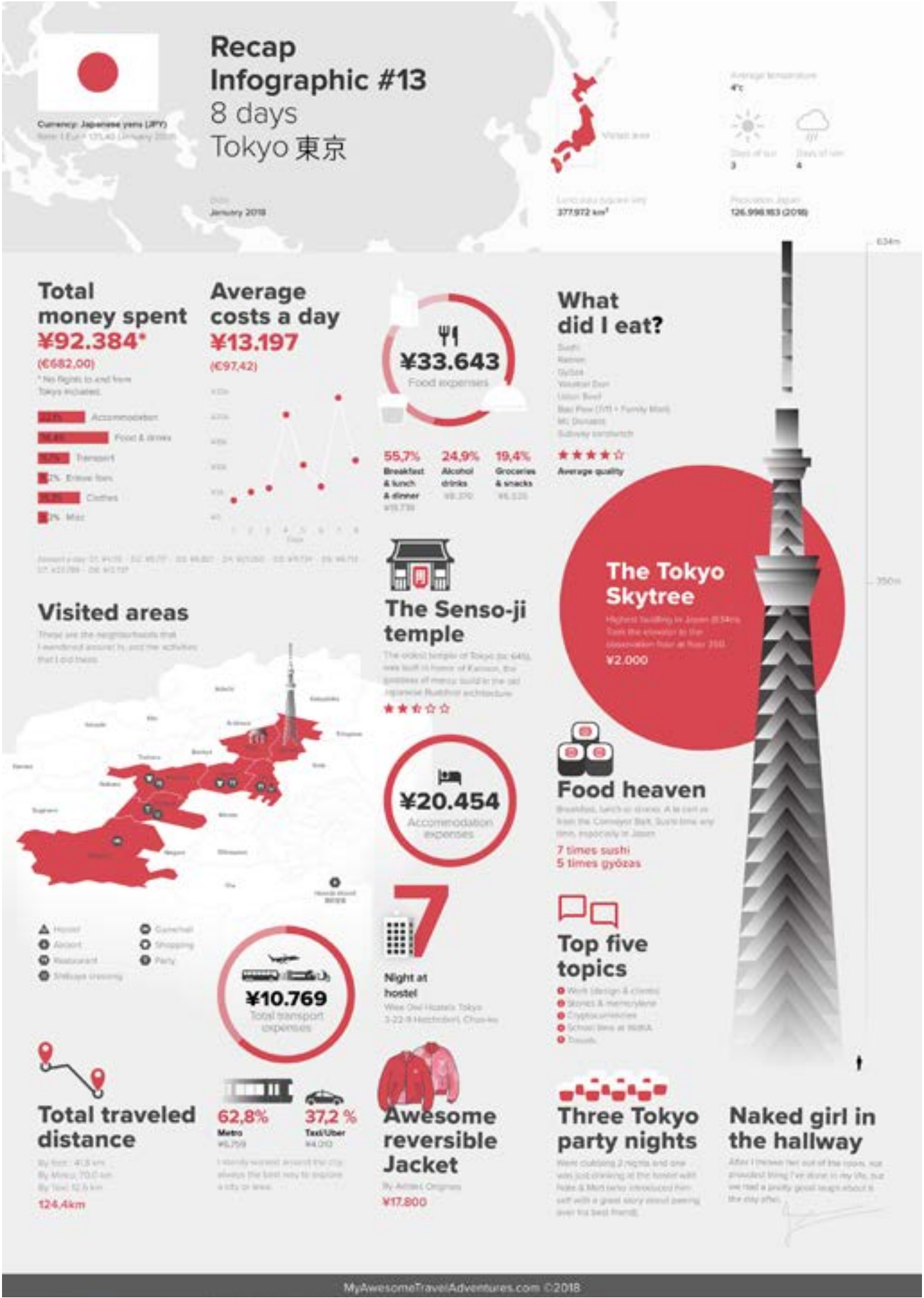
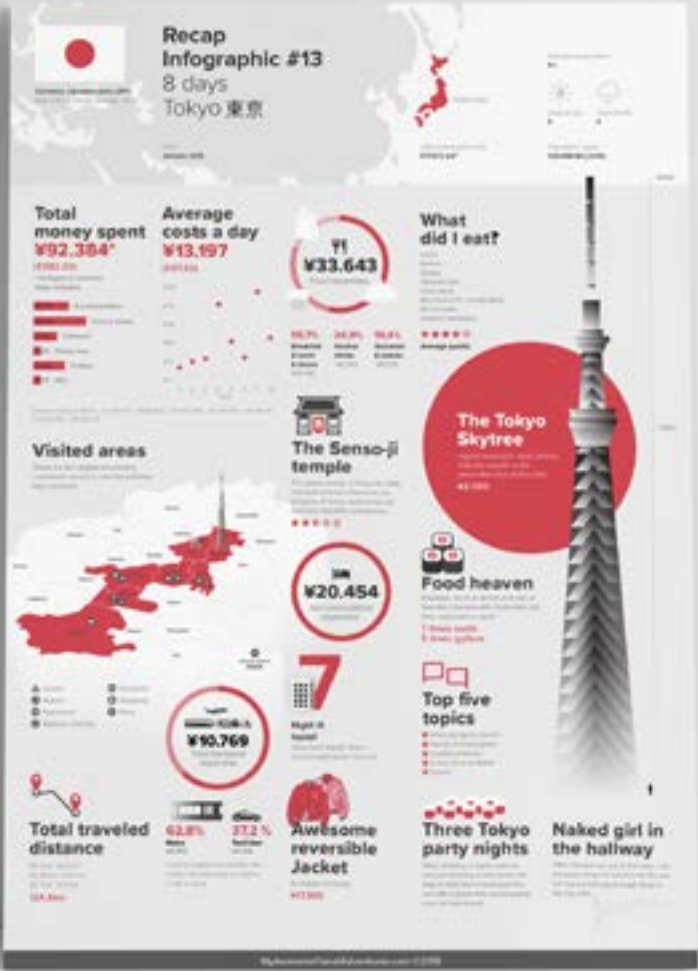


/ Details

Year
2018

Client
Self-initiated

Part of
Around the world trip:
'South East' Asia



/ Details

Year
2018

Client
Self-initiated

Part of
Around the world trip:
'South East' Asia

PROJECT

CRUYFF BRAND IDENTITY

BRANDING



/ Details

Year
2012

Client
The Cruyff brand

What SuperBruut did
Art direction (jr)
Concept design
Graphic/visual design

Creative director
André Bouwman

*Made while working at
Premium Inc, Rotterdam*

*All the product design
(clothing & shoes) is done by
product design department
of Premium inc. These are
indicators of the logo usage
on products.*



/ Details

Year
2012

Client
The Cruyff brand

What SuperBruut did
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/ Details

Year
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Client
The Cruyff brand

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/ Details

Year
2012

Client
The Cruyff brand

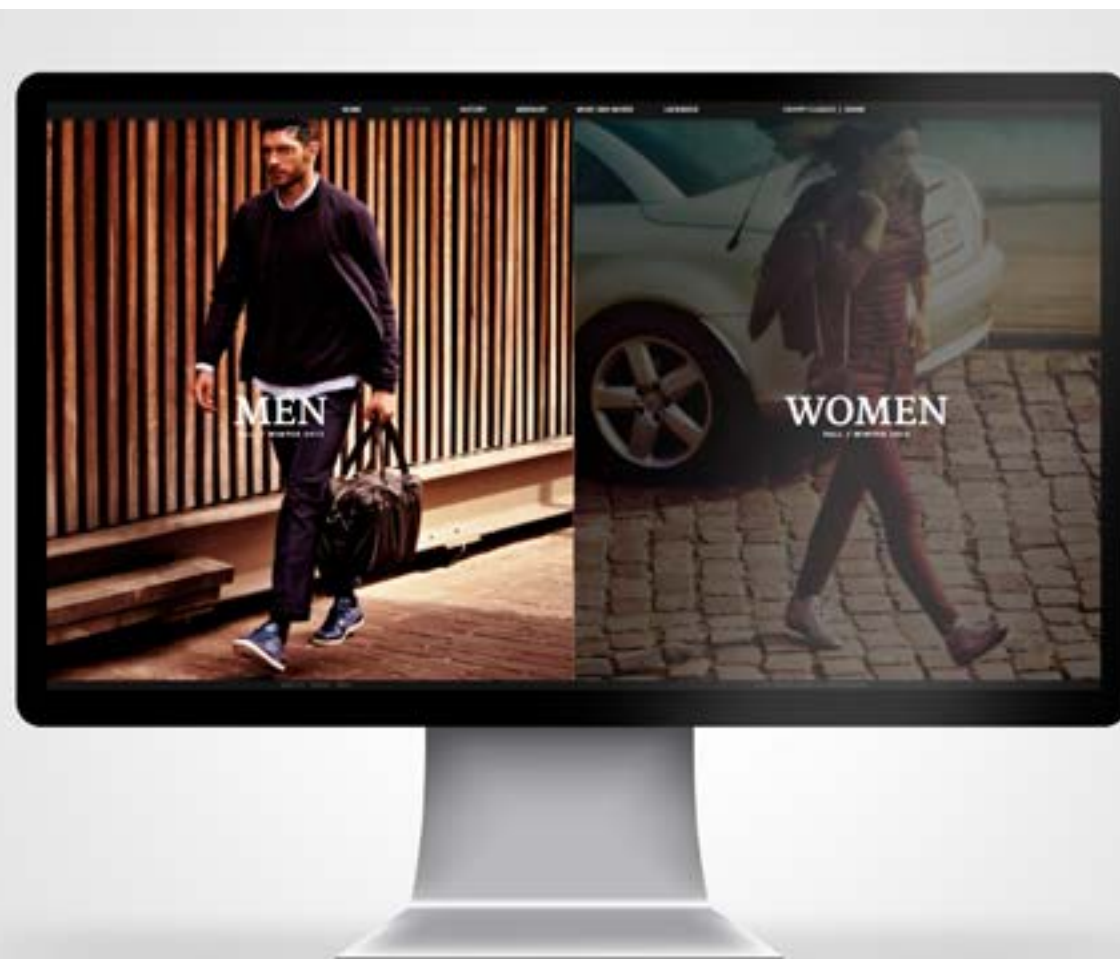
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Art direction (jr)
Concept design
Graphic/visual design

Creative director
André Bouwman

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product design department
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on products.*





/ Details

Year
2012

Client
Cruyff Classics
Cruyff Sports

What SuperBruut did
Concept design
Graphic design
Functional design
Interface design

Creative Direction
André Bouwman

Development
PMS72

*Made while working at
Premium Inc, Rotterdam*

THANKS FOR WATCHING

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 [tljanssen](#)

 [SuperBruut](#)