

An award-winning creative with a background of six plus years at big-name agencies like JVM, Innocean, and DDB, specialized in delivering engaging content for high-profile brands by blending storytelling, strategy, innovative design, and visionary concepts to drive impactful results. At Media.Monks nurtured BMW with creative and innovative design solutions. Proficient in Visual Communication, Generative AI, Experience Design, Strategic Management, Brand Development, and pushing creative boundaries.

EXPERIENCE

Art Director | Digital & Experience

Media.Monks

Clients: BMW | Mini Cooper

July 2023

Berlin, Germany

- Spearheaded innovative campaigns bridging physical and digital realms, enhancing BMW's brand relevance through online campaign direction, production, and user-centered design solutions.
- Conceptualized and executed a groundbreaking metaverse and AI-driven campaign featuring virtual influencer Lil Miquela, capturing the attention of 8.2 million social media followers.
- Developed comprehensive brand assets and interactive user experiences using color theory, typography, and visual storytelling, ensuring seamless communication and alignment with creative and user-centric objectives.
- Created polished presentations, mock-ups, and interactive prototypes using Adobe Creative Cloud Suite and Figma, effectively conveying campaign ideas and UX design concepts to clients and stakeholders.

Art Director | Digital & Experience

Innocean Worldwide GmbH

Clients: Hyundai | Genesis | Kia | Amber Alert | Spotify | Amazon Prime

June 2021 - June 2023

Berlin, Germany

- Collaborated with 8 cross-functional teams, including copywriters and designers, to deliver visual designs and high-quality projects on budget and on time.
- Executed the establishment of the Genesis brand in Europe with engaging campaign design and concepting, leading to a successful PR stunt in the Swiss Alps, media test drives across Europe, and 33.3k followers.
- Led a team of 6 creatives, overseeing photo shoots and the creation of impactful print media, billboards, posters, and digital and social media campaigns.
- Expedited a 360 campaign for EV9, including 4 high-standard product films and one 60-second TVC with a \$1 million budget, meeting all client standards.
- Delivered the Genesis interactive digital platform, incorporating valuable feedback and exceeding expectations. The platform increased visitor engagement by 65%, boosted test drive bookings of the GV60 by 40%, and achieved a 95% satisfaction rate among visitors, setting a new standard for future innovation.

Art Director | Digital & Motion

Jung Von Matt

Clients: Mey | Essence Beauty | Kms | Kneipp | Asam Beauty | Hyundai | EnBW

August 2020 - May 2021

Stuttgart, Germany

- Created visually stunning 360 campaigns with typography and animation for Essence, increasing engagement by 300,000, generating 6.7 million impressions, achieving a 4.72% engagement rate, and producing 50,000 filter shots.
- Implemented creative materials with cross-functional teams to leverage expertise in online media to align creative materials with business objectives.
- Oversaw complete pre- and post-production, ensuring brand visual integrity throughout layouts and compositions.
- Leveraged technological considerations to manipulate artwork and design layouts for offset, web, and digital printing.

Creative Intern (Intern)

DDB Berlin

Oct 2019 - Dec 2019

Berlin, Germany

Art Intern (Intern)

Scholz & Friends

Jul 2019 - Sep 2019

Hamburg, Germany

Art Intern (Intern)

Elbkind Reply GmbH

Apr 2019 - Jun 2019

Berlin, Germany

UX Intern (Intern)

Brand Bazooka Advertising Pvt. Ltd.

Jan 2019 - Mar 2019

Gurgaon, India

EDUCATION

Art Direction & Creative Strategies Portfolio, Miami Ad School
UX Design Professional Certificate, Google
PGD in Graphic Design, MAAC
PGD in Filmmaking & TV Production, AAFT India
PGD in Photography, Triveni India
Bachelor of Business Administration, University of Rajasthan, India

SKILLS

Design	Graphic Designing, Generative-AI, UX/UI, Video & Animation, Film Production, Visual Communication, Creative Direction, Brand Development, Conceptual Thinking, Typography, Print and Digital Production, Photography, and Image Editing
Management	Brand Management, Team Leadership, Project Management, Client Relations, Stakeholder Management, Strategic Planning, Presentation Skills, Adaptability, Change Management, Negotiation, Deadline Management

SOFTWARE PROFICIENCY

Adobe Creative Suite:	Photoshop, Illustrator, InDesign, After Effects
AI Tools:	Midjourney, Adobe Firefly, DALL-E-3, ChatGPT
UX Design:	Sketch, Figma, Adobe XD, Canva, Miro
Project Management	Asana, Trello, Jira, Airtable
Analytics Tools:	Google Analytics, Microsoft Office Suite, Mixpanel
Collaboration Tools:	Slack, Zoom, Microsoft Teams, HubSpot
No Code Tools:	Softer, Wix Studio, Webflow
Presentation Tools:	Microsoft PowerPoint, Google Slides, Keynotes, Canva Slides

AWARDS & PUBLICATIONS

Young Lions
United Nation Film Festival
Future Award
Golden Award Of Montreux
The Clio Awards Silver and Shortlist
New York Festivals Advertising Awards
Epica Awards

CHARACTER & WORK REFERENCES

Gabriel Mattar	CCO @Innocean Worldwide
Gustavo Nardini	Creative Director @Media.Monks
Fedja Kehl	Creative Director @Media.Monks

TESTIMONIALS & RECOMMENDATIONS

"If the world is changing, nothing is better than a guy that doesn't have a fear of change."
~Marcelo Pignatari

"He is curious and kind, qualities much needed in our industry but unfortunately very rare to find lately. We are lucky to have him around."
~Gabriel Mattar

"Not afraid of getting hands on, with a "if I don't know it, I'll learn it" attitude and always up for a creative challenge. Great work ethics, dedication and a nice sense of humour."
~Gustavo Nardini