

CREATIVE DIRECTOR ART | INTEGRATED CAMPAIGNS · TEAM LEADERSHIP · AI-ENABLED CREATIVE WORKFLOWS

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1. PROFILE

Creative Director Art with 14+ years at leading German agencies (Serviceplan, Grabarz & Partner, GGH MullenLowe, thjnk) and in brand management — leading art teams, integrated campaigns and pitches for national and international brands, including health brands such as AOK and BioNTech.

I lead creative work end-to-end: from translating client strategy into creative platforms, through concept selection and internal reviews, to presenting and defending the work with senior and C-level stakeholders. I have line-managed and mentored teams of Art Directors, Junior ADs and designers, secured and managed project budgets, and I work in close tandem with copy leads and strategy, account and production partners.

Alongside client work I focus on applied AI: building AI-enabled creative workflows and automation, supported by an MBAI — Master of Business with AI. As a lecturer for campaign development, I design and run workshops — experience I want to bring into internal training, skill-sharing and the integration of new tools across a creative department.

2. EXPERIENCE

FREELANCE CREATIVE DIRECTOR / ART DIRECTOR

mkriesmair | 03/2023 — present

Independent creative lead for agencies and brands; responsible for scoping, planning and delivering projects

Health & Healthcare

AOK / KNSK / PARAT — Creative concept development for the AOK Baden-Württemberg brand campaign and for campaigns on prevention and health.

BioNTech / WEFRA LIFE — Concept and Visualisation for the brand campaign.

Ducati / m&T Frankfurt — External creative and strategic consultant for the Ducati Germany account for more than a year. Developed model-specific positioning and narratives, adapted Ducati's international creative assets for the German market and guided campaigns across TV, social and retail, including sales-driven communication.

— Cost per lead –43 %, conversion rate +110 % (overall campaign with Magni & Tude)

— Brand film aired at MotoGP, built entirely from existing footage

O₂ / Serviceplan Bubble / Publicis — Creative concept and campaign architecture for the O₂ Record Race with PlayStation — connecting live event, microsite, gaming creators and social (2023).

New world record: most laps completed in Gran Turismo 7 within 48 hours

All participant slots booked within 5 days

Retail and brand experience concepts incl. the O₂ Experience Space at ALEXA Berlin.

Account transition to Publicis: stepped in for the outgoing O₂ team during the handover phase and onboarded the new Publicis team — ensuring creative continuity and knowledge transfer for the client.

Borjomi / IMAGINE — New strategic and creative positioning, translated into brand vision and key visual.

Selected additional projects

Das Handwerk / CarlNann — Pitch concept development

Land Niedersachsen / CarlNann — Pitch and brand repositioning

Mondelēz / WOW Agency — Campaign concepts and execution in the Bundesliga environment

EDEKA / Elbdudler — Social media concept development

BRAND MANAGEMENT

Ströer Content Group | 01/2021 - 11/2022

- Cross-functional lead role with staffing authority: assembled project teams as needed from internal specialists (incl. Creative Director, designers, Marketing Management) and booked external freelancers
- Developed a new brand communication strategy with an external brand strategist and presented it to C-level leadership
- Repositioned t-online as an independent journalistic brand; defined brand, news media and campaign strategy for watson
- Developed a new corporate design and identity together with the internal Creative Director
- Secured project budgets by pitching business cases internally to C-level leadership — no fixed budget, every project funded on merit
- and managed these budgets through to delivery
- Briefed and managed external creative partners, incl. a new sound identity with BLUT Audio
- Developed media strategy and planning across the Ströer portfolio
- Initiated new brand and communication projects and aligned C-level leadership and internal stakeholders

Impact: ranked #2 on r/munich in launch week • discussed on the Doppelgänger tech podcast • shared by Frank Thelen

SENIOR ART DIRECTOR

thjnk Hamburg | 05/2018 - 12/2020

Line manager of an art team of one Senior Art Director and two Art Directors (2.5 years), in tandem with a Creative Director Copy — incl. development talks and career development

Deutsche Bahn — Employer branding campaigns across TV, OOH, content and career films; creative lead for the relaunch of the DB employer brand design, incl. a dedicated design variant for apprentices

Commerzbank — Integrated campaign and TV communication

Škoda — Part of the winning pitch team for the thjnk group

CREATIVE ART

GGH MullenLowe | 12/2015 - 04/2018

Yelp — Concept and execution of Yelp's first pan-European TV campaign, incl. production and on-set involvement

Eurosport — Live communication around the Olympic Games and Bundesliga with the international agency network

IKEA / Vier Pfoten — Award-winning campaigns (Cannes Lions, ADC Germany)

E.ON — B2B and B2C communication, from sales materials to brand campaigns

Mentored a Junior Art Director and intern.

ART DIRECTOR

Grabarz & Partner | 06/2015 - 11/2015

Burger King, Volkswagen, Gore-Tex — concepts, art direction, launch communication and Volkswagen pitches.

JUNIOR ART DIRECTOR / ART DIRECTOR

Serviceplan Campaign Hamburg | 02/2012 - 12/2014

Saturn — Art direction and lead of an art team of three Junior Art Directors and an intern for the brand campaign „Alle wollen Tech-Nick“ — from creative platform to production and year-round campaign lead. — Spontaneous brand awareness 80 % above target

BMW — Brand, model, launch and retail campaigns, incl. „Dynamik beginnt im Kopf“, BMW xDrive, 2 Series Coupé, 3 Series Touring.

Pitches for Google, BMW, Montblanc and Schöffelhofer

EARLIER EXPERIENCE

Heye & Partner (Junior Art Director) • Heimat Berlin • Olbrich Design • Playboy Magazin

3. SELECTED BRANDS

McDonald's • BMW • Audi • Volkswagen • Škoda • Ducati • Deutsche Bahn • Commerzbank • O₂ • IKEA • E.ON • EDEKA • AOK • BioNTech • Saturn • Hornbach • Veltins • Yelp • Eurosport • Vier Pfoten • Union Investment • BLAU

4. LEADERSHIP & EXPERTISE

Creative Leadership — Creative Direction • Creative Reviews & Quality Standards • Concept Selection • Art Direction • Storytelling

Team & Talent — Leading and mentoring Art Directors and Designers • Art/Copy tandem work • Workshops & Teaching

Client & New Business — Client workshops • Presenting and defending work to senior and C-level clients • Pitches • Brand Strategy & Positioning

Integrated Delivery — TV / ATL • Social • Digital • Retail • Brand Experiences • Key Visuals • Visual Systems

5. AI & TECHNOLOGY

Hands-on with AI-enabled creative workflows, lightweight agentic systems and automation in creative and organisational processes.

AI: Gemini • Gemini Notebook • ChatGPT • Claude • Claude Code • Midjourney • ElevenLabs Workflow: Make • GitHub • Supabase • Google Workspace Design: Adobe Creative Cloud • Figma • Framer

6. EDUCATION & TEACHING

MBAI — Master of Business with AI | Hochschule Fresenius / Leaders of AI | 2025

Brand Management | University of London | 2023 | Certificate

Communication Design | Akademie U5 Munich | 2006 — 2009 | Diploma

Lecturer, Campaign Development | Burke Munich 2025 • htk Hamburg 2023 — 2024

7. LANGUAGES

German Native

English Fluent

Spanish Basic

8. SELECTED AWARDS

Cannes Lions Silver

BCM Silver

Red Dot Award

ADC Germany Silver, Bronze

Radio Advertising Award Gold

ZMG Best Newspaper Campaign

GWA Effie Silver & Bronze

DDC Bronze

AME Gold & Bronze

Die Klappe Shortlist

Award-winning work for brands including IKEA, Deutsche Bahn, BMW, Audi, Hornbach and McDonald's.