

Sophia Kapakos

Creative Director | New York, NY

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Summary

Creative Director specializing in motion design, brand systems, and cross-functional campaigns across digital, broadcast, and product. I build scalable visual frameworks and lead creative teams to bring clarity, consistency, and impact to how brands show up. Hands-on and collaborative, I translate complex ideas into stories that resonate with global audiences. Known for clear communication, high standards, and a practical approach to creative leadership.

Experience

Clinch, New York, NY

Creative Director, Marketing | January 2026 – Present

- Elevated from Design Director to lead the full creative vision for Clinch, driving brand, campaign, and product marketing initiatives across global markets
- Own high-level creative strategy and execution for Flight Control, partnering with senior leadership to shape product launches, executive narratives, and market-facing storytelling
- Oversee multidisciplinary creative work spanning campaigns, motion, product marketing, and events, aligning visuals with revenue goals and client engagement strategies
- Expanded and refined the creative systems built in my previous role, enabling faster execution and greater consistency across teams and surfaces
- Lead and mentor the marketing design team, setting creative standards that continue to drive industry recognition, enterprise client wins, and 2X YoY business growth

Design Director, Marketing | April 2023 – December 2025

- Lead company-wide creative across internal and external touchpoints, aligning teams to the brand identity and driving high-impact storytelling that supports growth
- Develop campaigns and executive narratives that helped secure major clients like Coca-Cola and Mars Wrigley for Clinch's Flight Control platform
- Drive external engagement through motion-led marketing, lifecycle programs, and event content for global stages like Cannes Lions and Possible Miami
- Build toolkits, templates, and workflows used by Sales, Marketing, Client Experience, and Training to support fast, consistent, and on-brand execution
- Bring a broadcast-rooted motion design approach into all creative work, using animation to clarify product updates, enhance training materials, and amplify campaign storytelling

Director of Brand Design | June 2022 – March 2023

- Led the creative direction for a major product relaunch, partnering with product, engineering, and external studios to deliver a brand-led, multi-format campaign across multiple platforms
- Evolved Clinch's brand across product, marketing, and internal comms, defining how the company presents itself visually and strategically
- Strengthened market presence during a period of rapid growth by aligning brand expression with business goals and company strategy
- Delivered toolkits, design libraries, and templates that enabled Sales, Client Experience, Training, and HR to create consistent, on-brand materials

Art Director | June 2020 – May 2022

- Built the Clinch brand and its platform Flight Control from the ground up, defining the visual identity and laying the foundation for how the company presents itself across product and marketing
- Led a full redesign of the platform experience, collaborating with product and engineering to establish a consistent visual language, motion behavior, and user flow
- Shaped the brand narrative and visual direction to support rapid growth, creating a scalable design system and asset library used across product updates, decks, social, web, training, and internal comms

WERKSTATT – Freelance Art Director, Motion & Brand Design

Munich & New York | April 2013 – May 2020

- Founded and ran a boutique studio delivering motion, broadcast, and brand design for global clients including Discovery Channel, Red Bull TV, and National Geographic
- Led concept-to-execution creative across rebrands, show packages, campaign visuals, and identity systems for agencies, broadcasters, and brands
- Collaborated with producers, developers, and creative teams to craft polished graphics, motion systems, and cross-platform design assets

More experience available on [LinkedIn](#)

Education

University of Applied Sciences – Hamburg, Germany

M.A. (Diplom FH) in Illustration & Communication Design

General Assembly – New York, NY

UX Design Certificate

Awards & Recognition

Gold – Best Use of Typography (Promax BDA Europe)

Gold – Best Programme-Related Design Package (Eyes & Ears Awards Europe)

Special Mention – Corporate Identity (German Design Award)

Silver – News Design (World Media Festivals)

Best Social Spot (Eyes & Ears Awards Europe)

Featured in Behance Motion Gallery

Project Highlights – Design Made in Germany

Skills

- Creative leadership across brand, motion, product marketing, and communications
- Holistic design approach with a focus on clarity, consistency, and problem solving
- Skilled in directing and delivering motion systems and visual narratives
- Collaborative communicator with a feedback-driven, startup-minded mentality
- Strong mentorship mindset focused on craft, systems, and team growth
- Calm and adaptable in fast-paced, high-stakes environments