

A multidisciplinary designer, leading with clarity, focus, and heart.

VISION

Use design as a tool for clarity, connection, and impact, crafting thoughtful, human-centered experiences that help brands show up with purpose across every platform.

SKILLS

Leadership

Vision Setting
Team Leadership
Strategic Thinking
Talent Development
Workflow Management
Collaborative Culture

Creative Direction

Concept Development
Visual Storytelling
Motion Design
Brand Systems
Art Direction
Design Systems
Content Creation
Campaign Execution
Creative Strategy
Tool Proficiency

Industries

Advertising
Broadcast Media
Creative Agencies
Ad Tech
Digital Media
Marketing
Education
Training
Events

EXPERIENCE

Creative Director – Clinch

New York, NY – Full-time, January 2026 – Present

- 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, Clinch's AI Content Orchestration Platform for Omnichannel campaign activation.
- Partner with senior leadership to shape product launches, executive narratives, and storytelling that continues to position Flight Control as a market leader.
- Expand and refine the creative systems built in my previous role, enabling faster execution and greater consistency across teams and departments.
- 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 – Clinch

New York, NY – Full-time, April 2023 – December 2025

- Led creative across all internal and external brand touchpoints, aligning teams to the brand identity and driving high-impact storytelling that supported growth.
- Developed campaigns and executive narratives that helped secure major clients like Coca-Cola and Mars Wrigley for Clinch's Flight Control DCO platform.
- Drove external engagement through motion-led marketing, brand campaigns, and event content for global stages like Cannes Lions and Possible Miami.
- Enabled fast, consistent, and on-brand execution by building toolkits, templates, and workflows used across Sales, Marketing, Client Experience, and Training.
- Applied a broadcast-rooted motion design approach to all creative work, using animation to clarify product updates, enhance training materials, and amplify campaign storytelling.

Director of Brand Design – Clinch

New York, NY – Full-time, June 2022 – March 2023

- Led the creative direction for the go-to-market launch of Flight Control, partnering with product, engineering, and external studios to deliver a brand-led, multi-format campaign across platforms.
- Evolved Clinch's brand across product, marketing, and internal comms, defining its visual and strategic expression during a period of rapid growth.
- Enabled consistent, on-brand execution across teams by creating and rolling out toolkits, design libraries, and templates for Sales, Client Experience, Training, and HR.

EDUCATION

Master of Arts (M.A.)

Communication Design
(Diplom FH)
HAW Hamburg, Germany

UX Design

General Assembly,
New York, NY

RECOGNITIONS

Promax BDA – Gold

Best Use of Typography

Eyes & Ears Awards

Best Programme-Related
Design Package

German Design Award

Special Mention –
Corporate Identity

World Media Festivals

Silver – News Design

Eyes & Ears Awards

Best Social Spot

Design Made in Germany

Project Highlights

Featured in Behance Motion Gallery

EXPERIENCE

Art Director – Clinch

New York, NY – hybrid, June 2020 – May 2022

- In a fast-paced startup environment, built the Clinch brand and its platform Flight Control from the ground up.
- Defined the visual identity and set the foundation for how the company shows up across product and marketing.
- Led the full platform redesign as lead UX designer, collaborating with product and engineering to establish a unified visual language, motion behavior, and user flow.
- Enabled consistency and speed across teams by creating scalable design systems and asset libraries used across departments.

Art Director, Motion & Brand Design – WERKSTATT

Munich/NYC – freelance, April 2013 – May 2020

- Founded and ran a boutique studio delivering motion, broadcast, and brand design for global clients, agencies, and enterprises, serving clients like Discovery Channel, Red Bull TV, and National Geographic.
- Worked with TV networks and broadcast design agencies on channel rebrands, campaign creative, and visual identity systems, shaping how brands showed up across on-air, digital, and print platforms.
- Worked as a multidisciplinary designer, collaborating with producers, developers, and in-house agency teams to deliver cross-platform assets aligned with brand identity and strategy.

Art Director, Broadcast – DMC Group

Munich, Germany – full-time, November 2007 – March 2013

- Led design efforts for the German public TV station 'Das Erste' as agency-side art director, bridging between the broadcast design agency and the in-house creative team to maintain consistency in visual identity across on-air, online, and print media.
- Played a key role in the competitive pitch process, helping secure a four-year contract that established the agency as the lead creative partner for the channel.
- Managed a small team of motion and visual designers dedicated to the client 'Das Erste', ensuring consistent, high-quality creative output across all brand touchpoints while fostering an open, collaborative relationship between agency and client design team.

Senior Motion Designer, Broadcast – Sky Germany

Munich, Germany – full-time, September 2005 – October 2007

- Worked as part of Sky Germany's in-house broadcast design team, collaborating closely with promo producers, editors, and special effects artists to develop seasonal on-air campaigns across sports, entertainment, and film channels.
- Created brand-aligned visual content for promos, IDs, bumpers, and transitions, ensuring consistency across all on-air touchpoints under tight broadcast deadlines.
- Contributed to the daily broadcast schedule, designing and delivering motion graphics and promo assets in a fast-paced, shift-based environment supporting 24/7 broadcast operations.

Additional work experience on [LinkedIn](#)