



PORTFOLIO

2018

WHO IS THIS GUY

When I sat down to write this, I used a pencil, as always. Frankly, I don't remember when exactly I started this habit, but I've spent most of my life sketching, writing, doodling, getting ideas on paper, which then became a passion and obsession and then, thankfully, a full career.

I do love developing creative concepts, fusing smart thinking with good creative strategy and flawlessly turning designs into solutions that work and bring a brand to life. But first, I sketch.

My strength is to find a unique approach to a business challenge, develop strong concepts around it and then channel ideation and creative thinking towards that goal. Clients from around the globe seem to love it.

Over the last 20 years I have created effective advertising for a wide range of brands and across a vast variety of media; traditional, digital and social.

Now, I am looking for a new adventure to expand my horizon in

the digital space and tackle new brand, product, commerce and business challenges.

Find out how I can be a valuable and versatile addition to your team. Besides my own pencils, I bring a lot to the table, from conception to production, from brand strategy to user experience.

I would be more than happy to prove it to you in person. In fact, I challenge you to try me. There, I said it. What are you gonna do, hire me?



CAREER HISTORY

2018

**DOUBLE
DECKER
DESIGN**

Nov 2016 -
Creative Director
DoubleDeckerDesign
La Mesa, CA

2016



Feb 2010 - Nov 2016
Creative Director
Mth Degree
San Diego, CA

2010



Jun 2002 - Feb 2010
Creative Director, Sr. Art Director
Sulic Worldwide
La Jolla, CA

2002



Apr 1999 - Dec 2001
Jr. Art Director, Art Director
Fröhling Advertising
Düsseldorf, Germany

1999

INTEVI

Aug 1997 - Mar 1999
Graphic Designer
Intevi Advertising
Cologne, Germany

1997

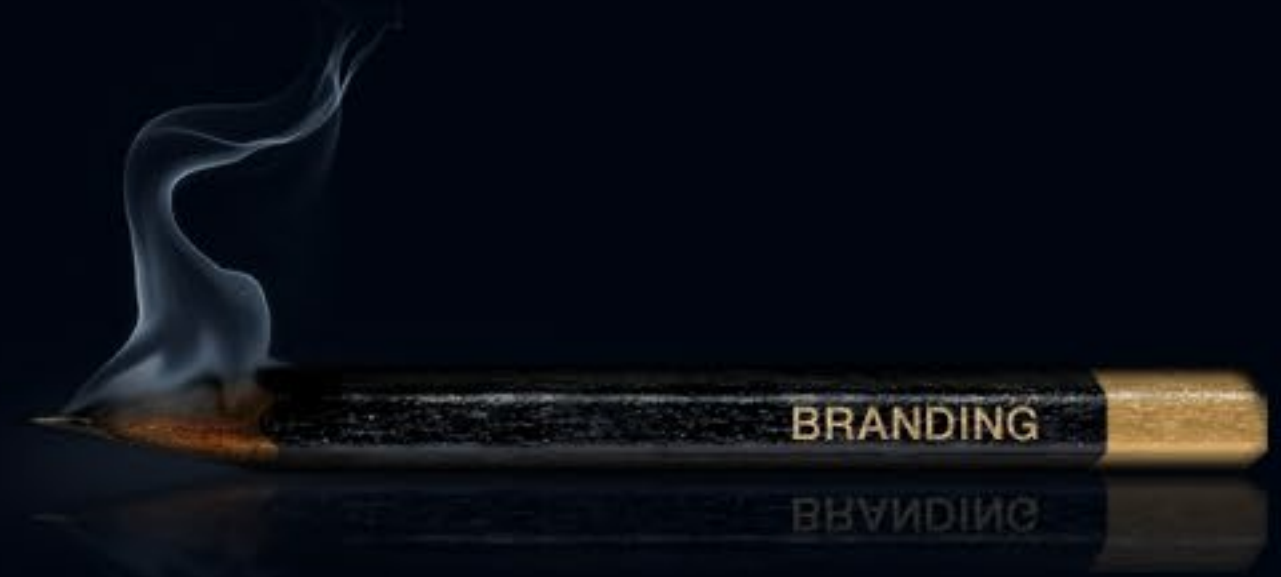
WHAT DO YOU LIKE TO SEE?

BRANDING

DIGITAL

PRINT

Click to jump to the respective section.



BRANDING

includes:

Brand Strategy

Brand Development

Brand Expression

Next 

BRAND EVOLUTION

2016



The new vision of the Fleet Science Center is “Science starts here, and opens a world of possibility” — so I felt that science must be the basis for the new identity as its logo is often the first point of contact with an organization.

Infused in the mark are the concepts of Platonic solids and the Fibonacci sequence and the golden rules of symmetry. The triangle shape symbolizes the 3 pillars of the brand vision.*



A WORLD OF
POSSIBILITY

BRAND EVOLUTION

2016



In the ever-evolving world of science, the Fleet brand cannot be set in stone.

A strong mark will display agile characteristics that mirror the dynamic and interactive nature of the Fleet Science Center.

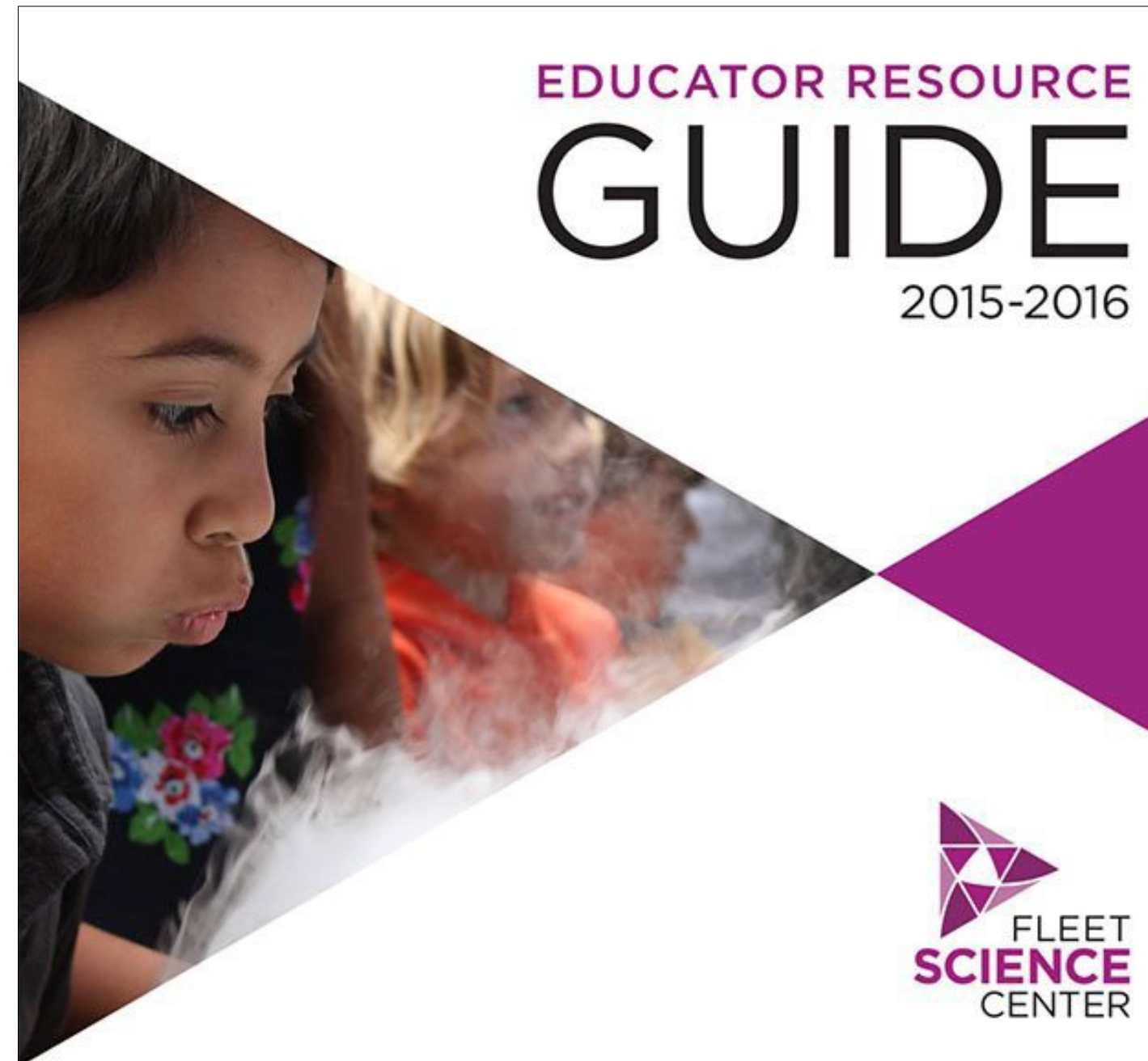
This is why we decided on a dynamic brand identity—it can change, adapt and grow while maintaining recognition.*



BRAND EVOLUTION 2016



The project included a comprehensive messaging brand foundation and a complete visual brand language in the form of a brand guide, multi-channel design tool kits and brand workshops for the Fleet marketing team.*



GROWING A FAN BASE 2010-2015



My work with the Chargers spanned 5 NFL seasons. Every year we created a new themed season campaign based on the state of the team and the sentiment of the Chargers fan community.

The goal for every season was to promote the game day experience, strengthen the Chargers brand, engage and grow the fan base and ultimately fill the Q.

Marketing materials included everything from high-end production season tickets to online banners.

Here is a small selection of examples throughout the years.*



GROWING A FAN BASE 2010-2015



The Bolt Up campaign was a huge success, striking a chord with fans and the team equally—fans adopted it; players used the hashtag in their tweets.

Bolt Up connected directly to the heart and soul of the fan community—it became engrained in the Chargers football culture and brand.

For the first time, a theme sold its own merchandise and continued into the next season.*



GROWING A FAN BASE 2010-2015



The One Charge concept was born out of significant change in the team: new coach, new players, the need for a fresh start.

In the fan community a new attitude developed: pull together as one and use a new chance given.

We leveraged the concept of “One” to unify team and fans—and did so throughout the season.

For the first time, Chargers fans were hand-picked and included on the season tickets—together with their favorite player.*



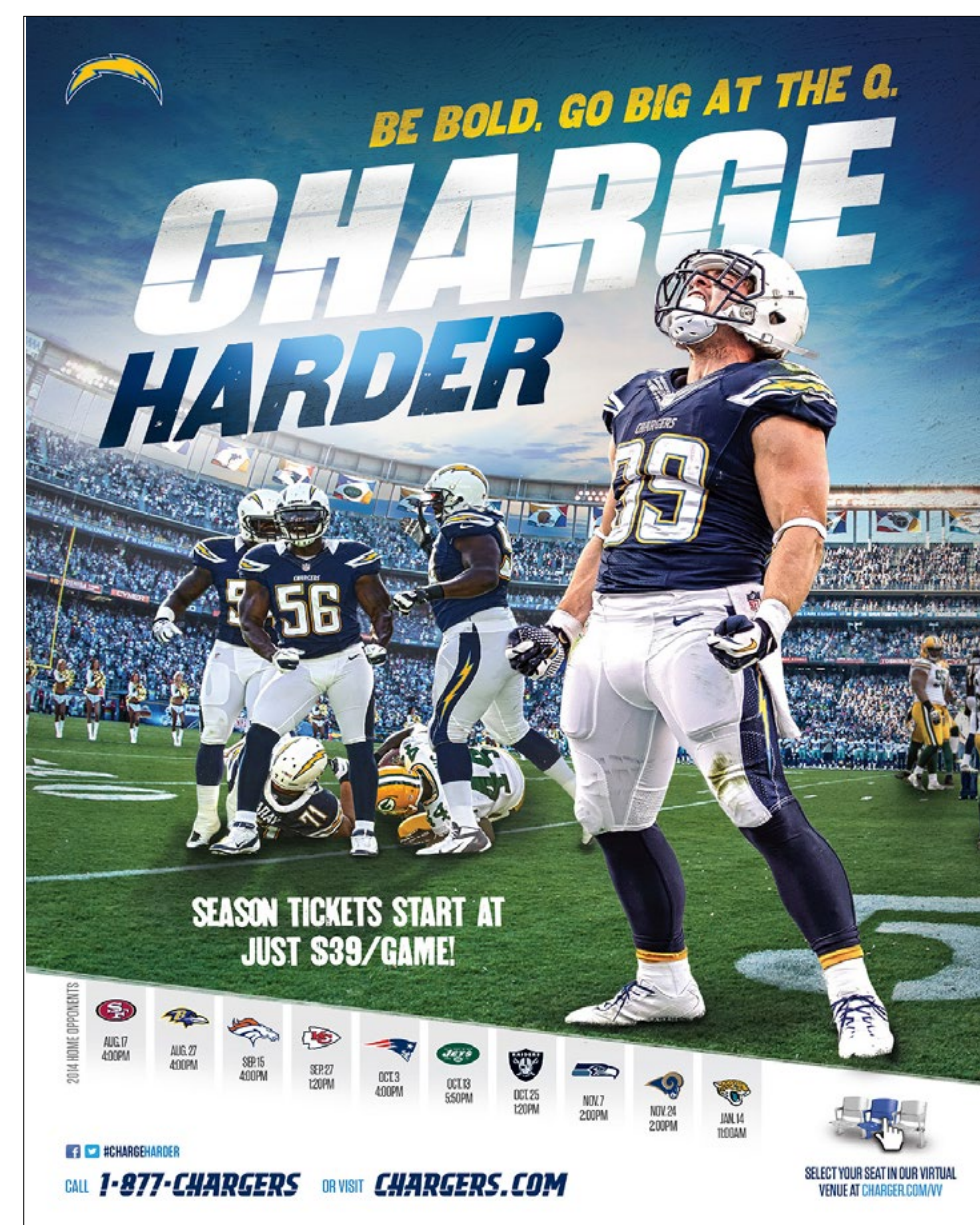
GROWING A FAN BASE 2010-2015



The 2014 campaign was a progression of the momentum gained in the previous season.

It ran on commitment, dedication, emotion and optimism. Versatile messaging engaged fans for the entire season.

The brand visuals show the game and fan experience in their most honest form—energetic, hard-working and powerful.*



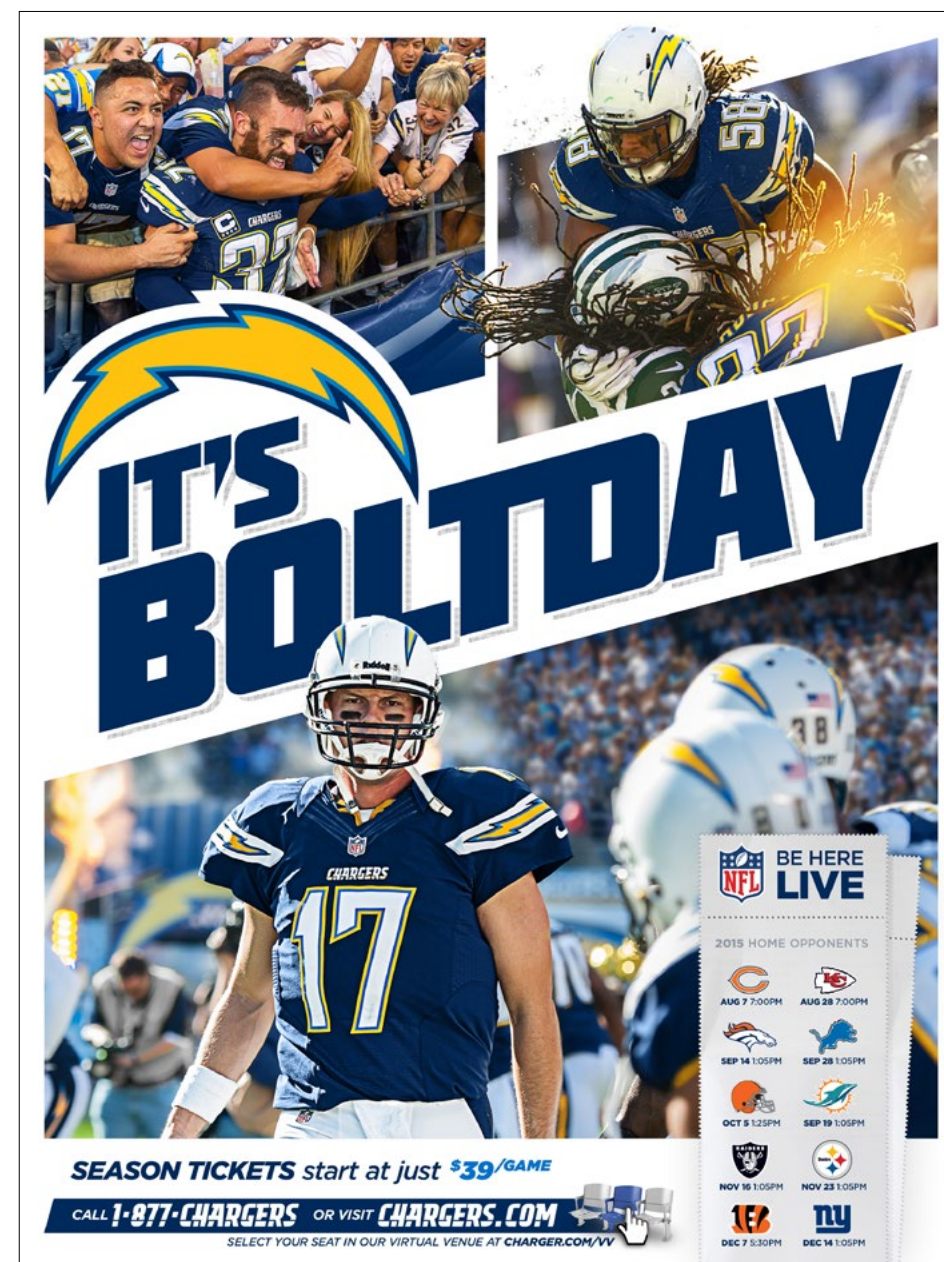
GROWING A FAN BASE 2010-2015



It's Boltday focuses on the powerful energy and thrill of the live game day experience.

This campaign is a powerful reminder for the fans that the Chargers host the best of the NFL—right here in town.

It's 100% ownable by the Chargers brand and it creates anticipation, excitement and a great rally attitude: "What day is it?—It's Boltday!"*



BRAND EVOLUTION 2016



The Hubbs SeaWorld Research Institute needed a brand refresh after over 40 years, in order to stay relevant to their audiences and connect to new audiences.

The new identity portrays human and marine life sharing the same planet.

The human form represents scientific research, focus and care for our oceans.

The wave forms represent the four research focus areas of the institute.*



THRIVING OCEANS
FOR A HEALTHIER WORLD

BRAND EVOLUTION

2016



In addition to the new identity, the Hubbs project included a comprehensive verbal brand foundation and a cross-media awareness and fundraising campaign.*



BEER BRANDING

2013



The main vehicle for the Green Flash brand evolution was their packaging across all national, local and seasonal beers.

In an increasingly crowded craft beer market it became very important to not only simplify, but to stand out and take a strong position through brand storytelling.

Green Flash is now a national household brand and known in over 17 countries.*



NATIONAL PRODUCT LINE 2013



We developed a branded packaging system that is easily scalable across all product categories—and allowed ample space for strong storytelling to give every craft beer its own personality.*

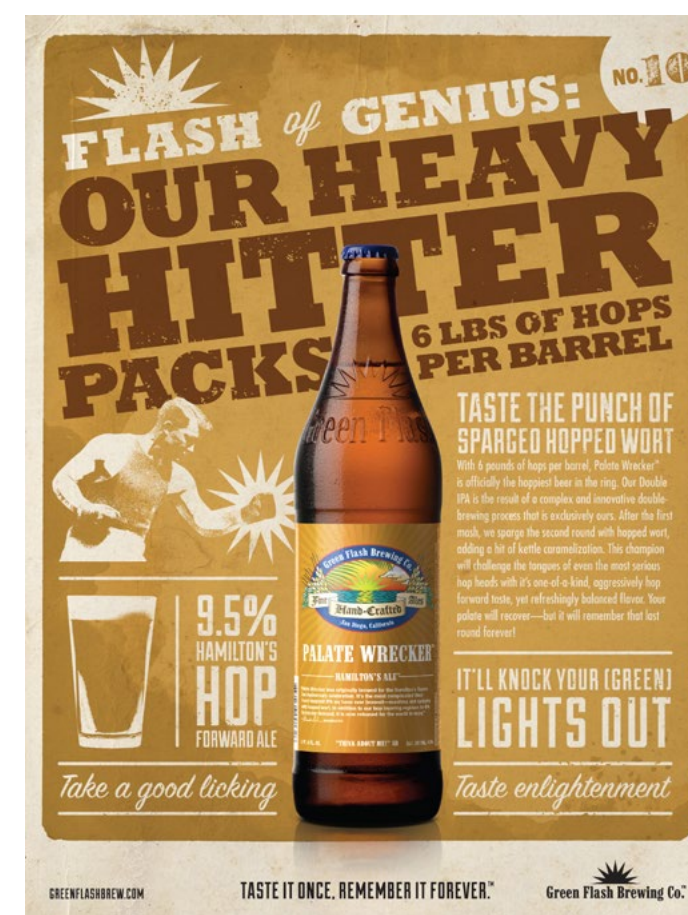
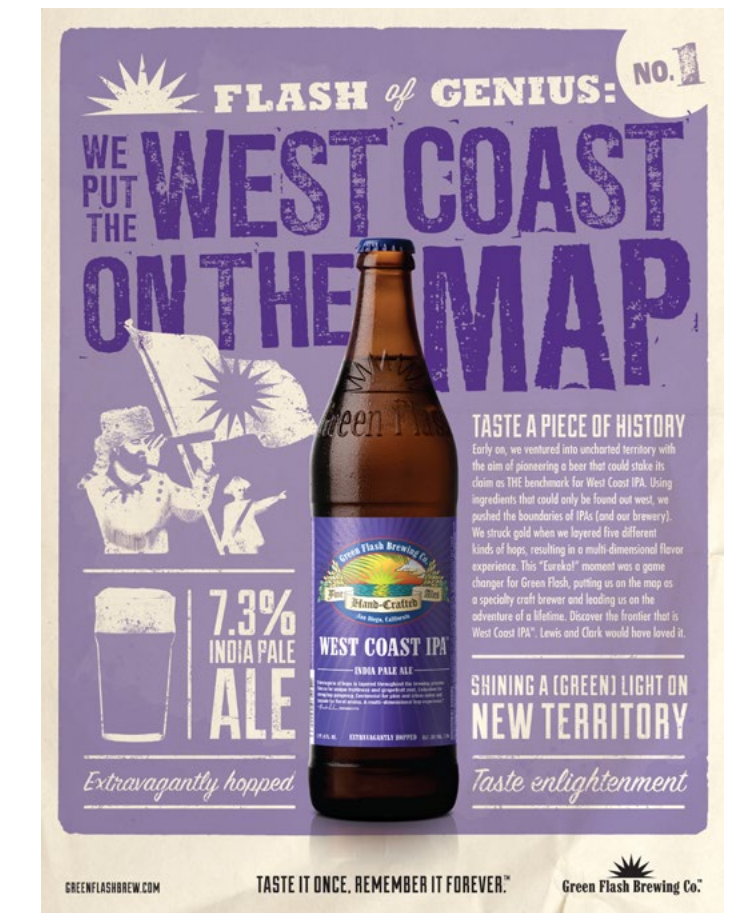
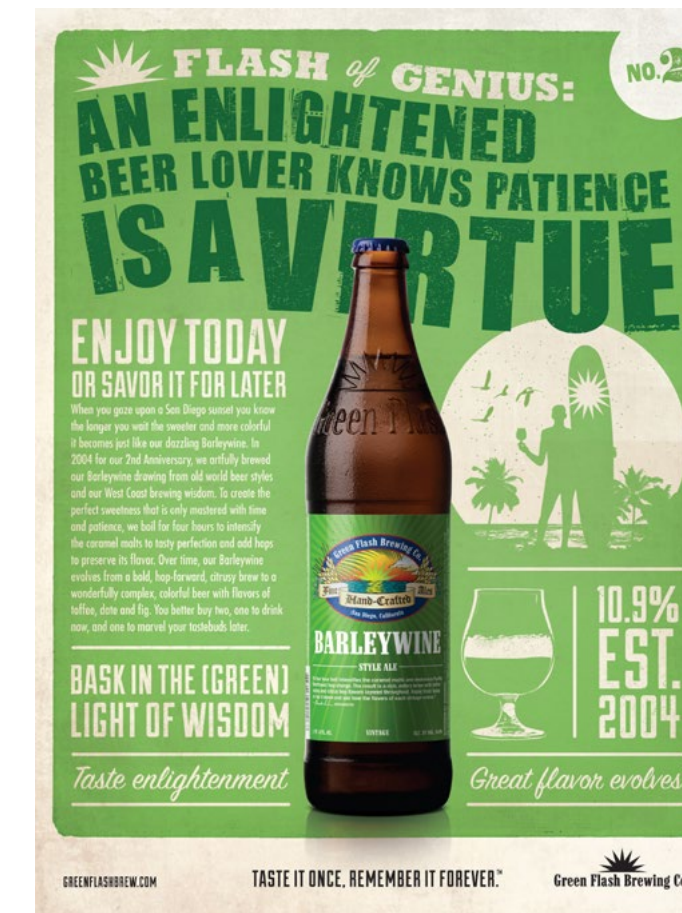
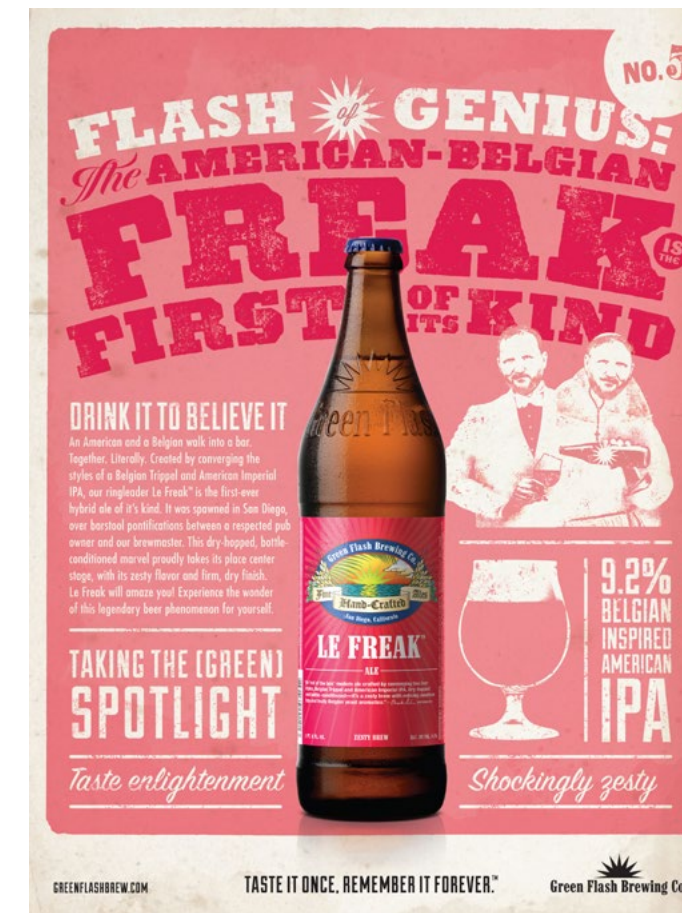


FLASH OF GENIUS CAMPAIGN 2012



The Flash of Genius campaign introduced a distinct and memorable personality for each of the Green Flash beers, so craft beer lovers can be enlightened on the brews of their choice.

These stories were born in a team tasting session and they include particular notes on the chosen name, ingredients, brewing process and flavor profile, with a little twist on the Green Flash philosophy.*



*MY ROLE: BRAND STRATEGY | CONCEPT | CD | AD | COPY WRITING | PACKAGING DESIGN | ILLUSTRATION

CELLAR 3 BRANDING

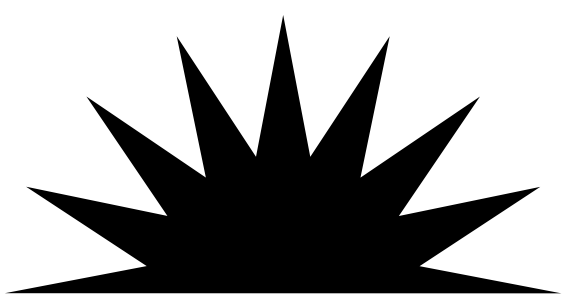
2014



When Green Flash Brewing ventured into the barrel-aged craft beer market, we developed their sub-brand, Cellar 3.

Cellar 3 is positioned at the threshold of craft and artistry, taking the exclusive new lineup to another craft beer experience, and opening the door to new market segments.

The identity is purposefully distinguished from the main brand, yet one of the star elements allows it to look familiar.*



Green FlashTM

The logo for Green Flash, featuring a black silhouette of a sunburst or starburst above the text 'Green Flash' in a bold, black, serif font. A small 'TM' trademark symbol is to the right of the text.

CELLAR
3

The logo for Cellar 3, featuring the word 'CELLAR' in a black, sans-serif font above a large, stylized number '3'. The '3' is composed of a thick black outline, with a horizontal bar extending from the top left of the upper loop.

CELLAR 3 BRANDING

2014



With the bottle design we pushed the artistic storytelling for each Cellar 3 product, yet kept the label design tied to the Green Flash beers with the familiar angled look.*



BRAND REFRESH

2012



The MiraCosta College brand was too outdated for a modern college to compete. We were hired for a campus-wide refresh of the brand, along with new messaging, such as brand mission, promise and tagline.

The new identity is based on their established brand, maintaining recognition and equity, yet providing the fresh and future-forward look the college desired. Colors and shapes remain representative of their three campus locations along the coast of California.*

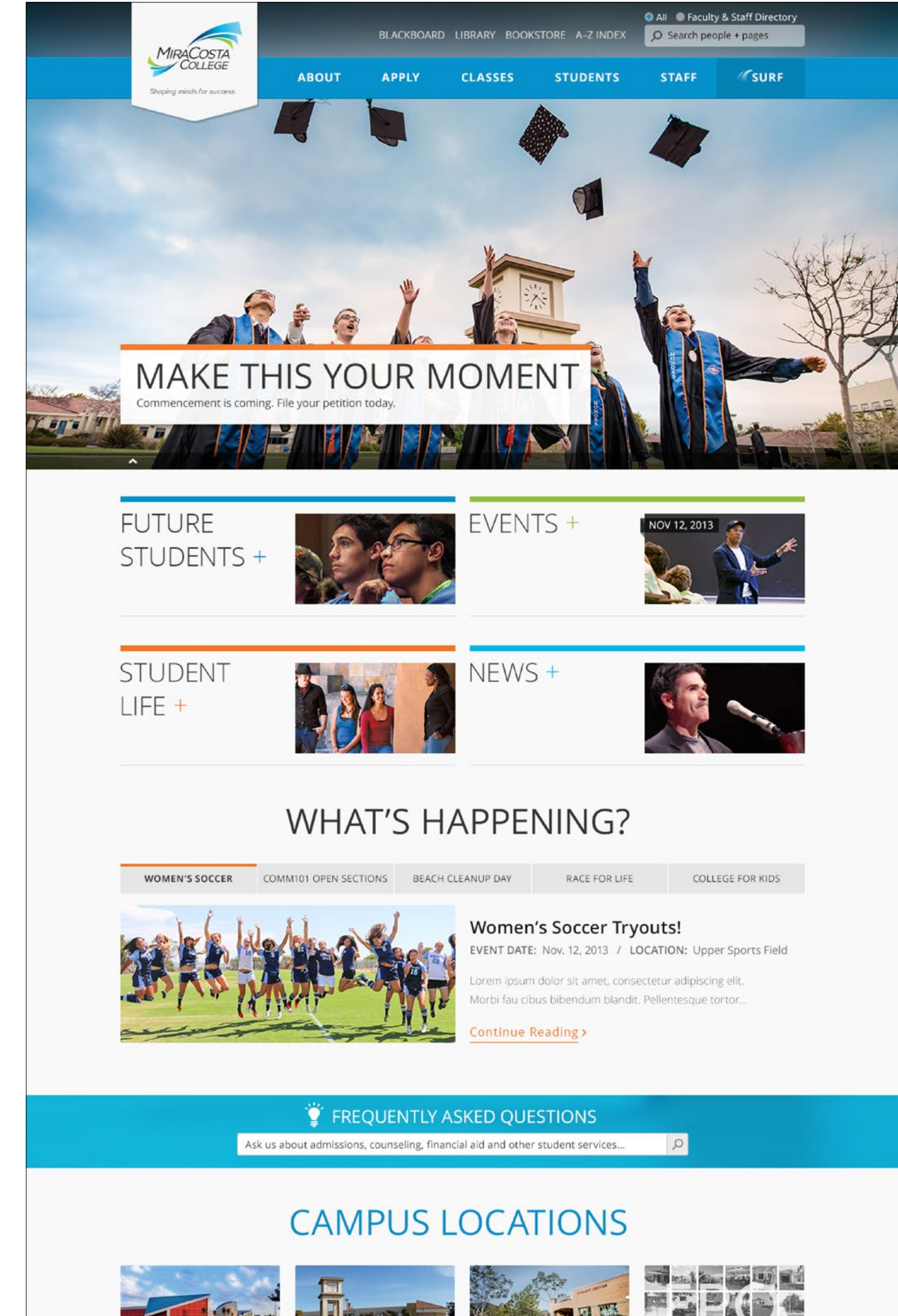
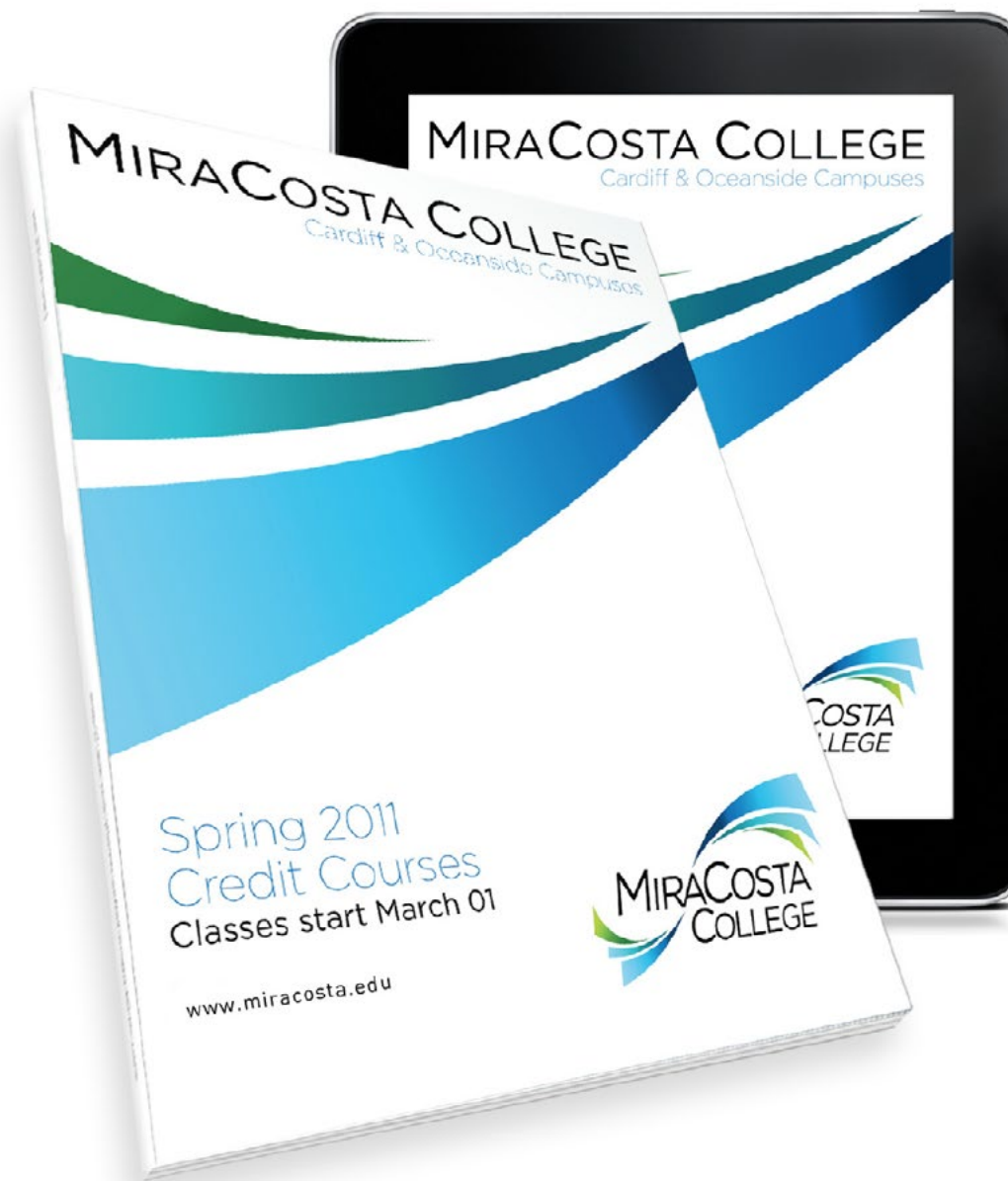


Shaping Minds for Success.

BRAND REFRESH 2012



The new brand and website were very well received across all stakeholder groups, and subsequently enrollment numbers for MCC went up.*



OUR GREATER SAN DIEGO VISION 2011



The San Diego Foundation initiated a 50-year vision plan for the San Diego region and wanted unprecedented resident participation via an online engagement platform.

The biggest challenge to create a branded experience was to build consensus among multiple stakeholder groups while remaining authentic, diverse and creative.*

OUR GREATER SAN DIEGO VISION

OUR
GREATER
SAN DIEGO
VISION

OUR
GREATER
SAN DIEGO
VISION

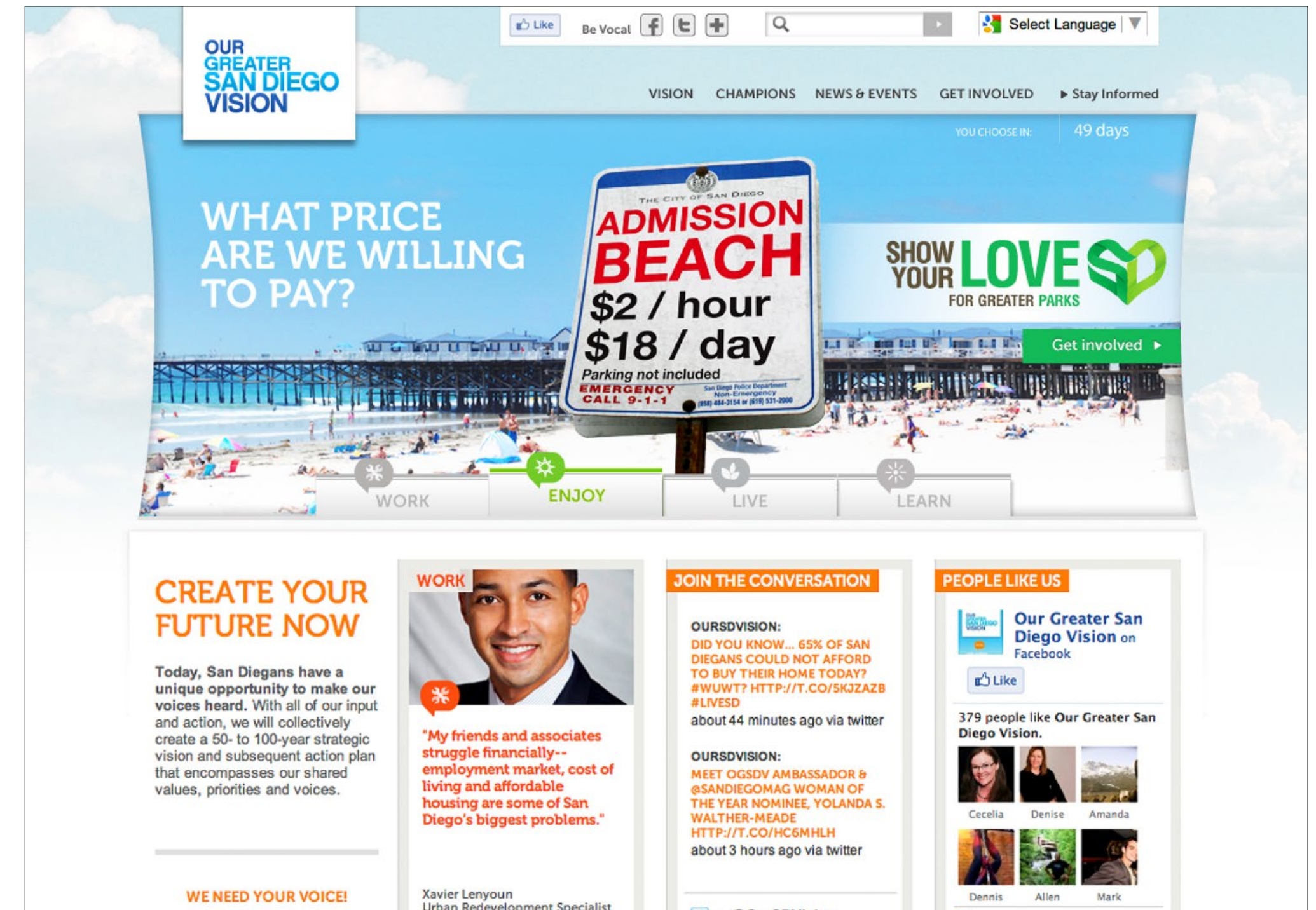
OUR
GREATER
SAN DIEGO
VISION

OUR GREATER SAN DIEGO VISION 2011



The Show Your Love engagement campaign garnered over 80 million impressions across traditional, digital and social channels and broke the world record for community participation in a civic vision initiative.*

SHOW YOUR LOVE FOR A GREATER SAN DIEGO

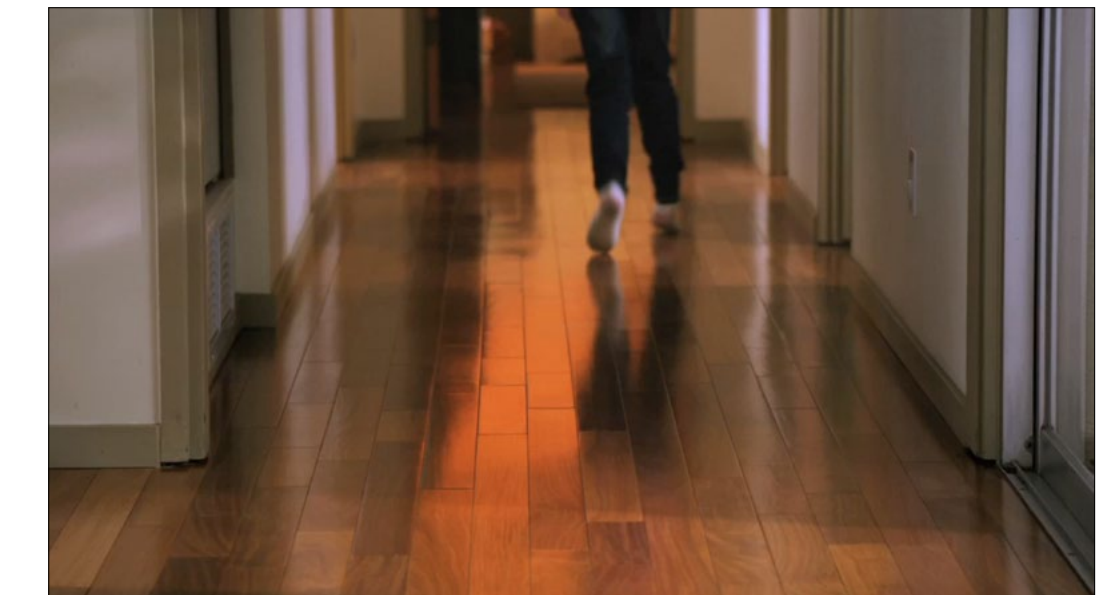
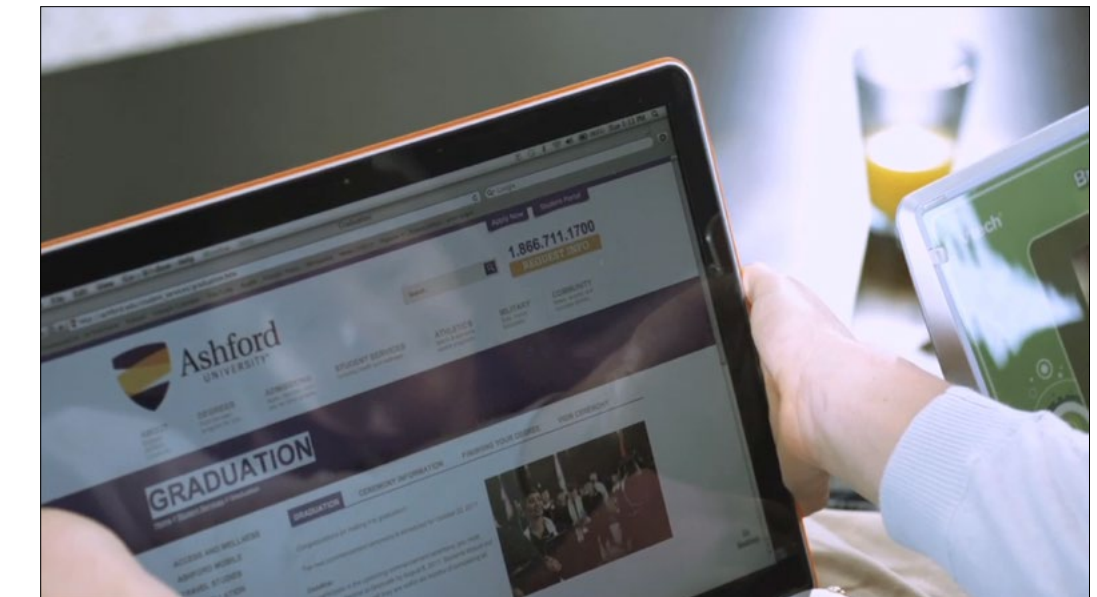


ASHFORD UNIVERSITY 2011



This traditional Ashford University commercial is a feel-good story of achievement and setting a great example for the future generation.

It was so well received that Bridgepoint Education decided to run it during the NFL SuperBowl.*



BRAND EVOLUTION

2012



The Include Autism rebranding was part of the Mth Degree giveback program and helped the organization gain awareness and recognition in the community they interact with on a daily basis.

This unique identity intentionally forces a closer look as it, literally, includes the kids (small letters) in the community (caps). The design adds color, diversity and fun, but maintains legibility at the same time.*

IaNuCtLiUsDmE

BRAND EVOLUTION 2016



This unique identity is very ownable, not only for the brand but also for the kids and all people in the community.

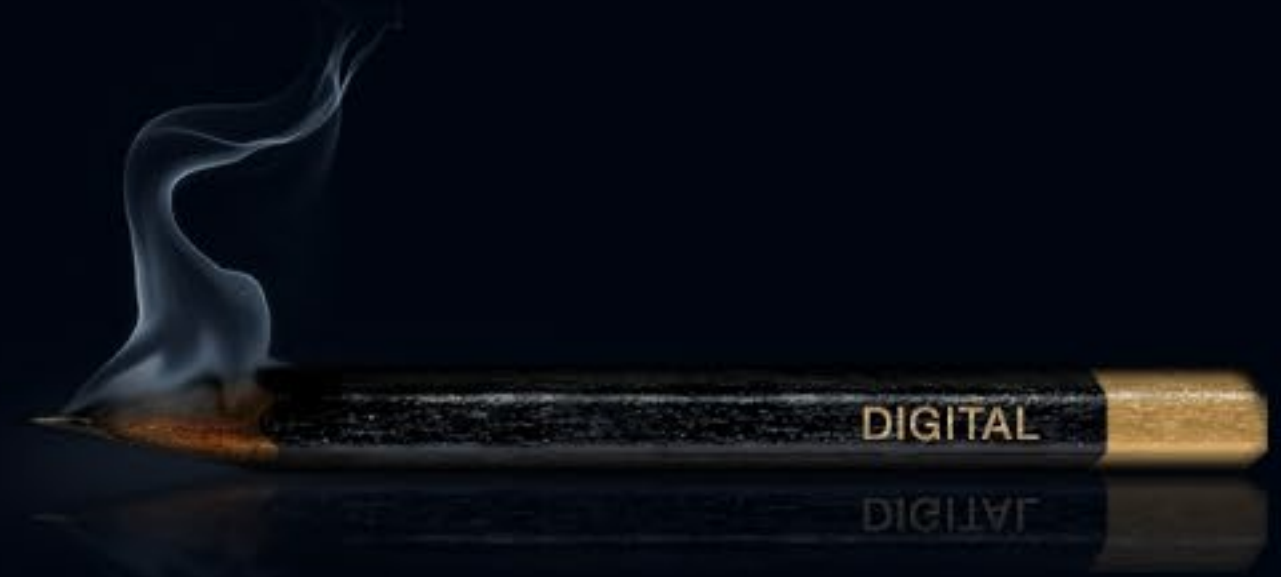
The kids wear these T-shirts daily when they are out and about, so we turned the logo into a call to action.

I love this project.*

I a N u C t L i U s D m E

I a N u C t L i U s D m E





DIGITAL

includes:

Web and Online

User Experience

Apps and Software

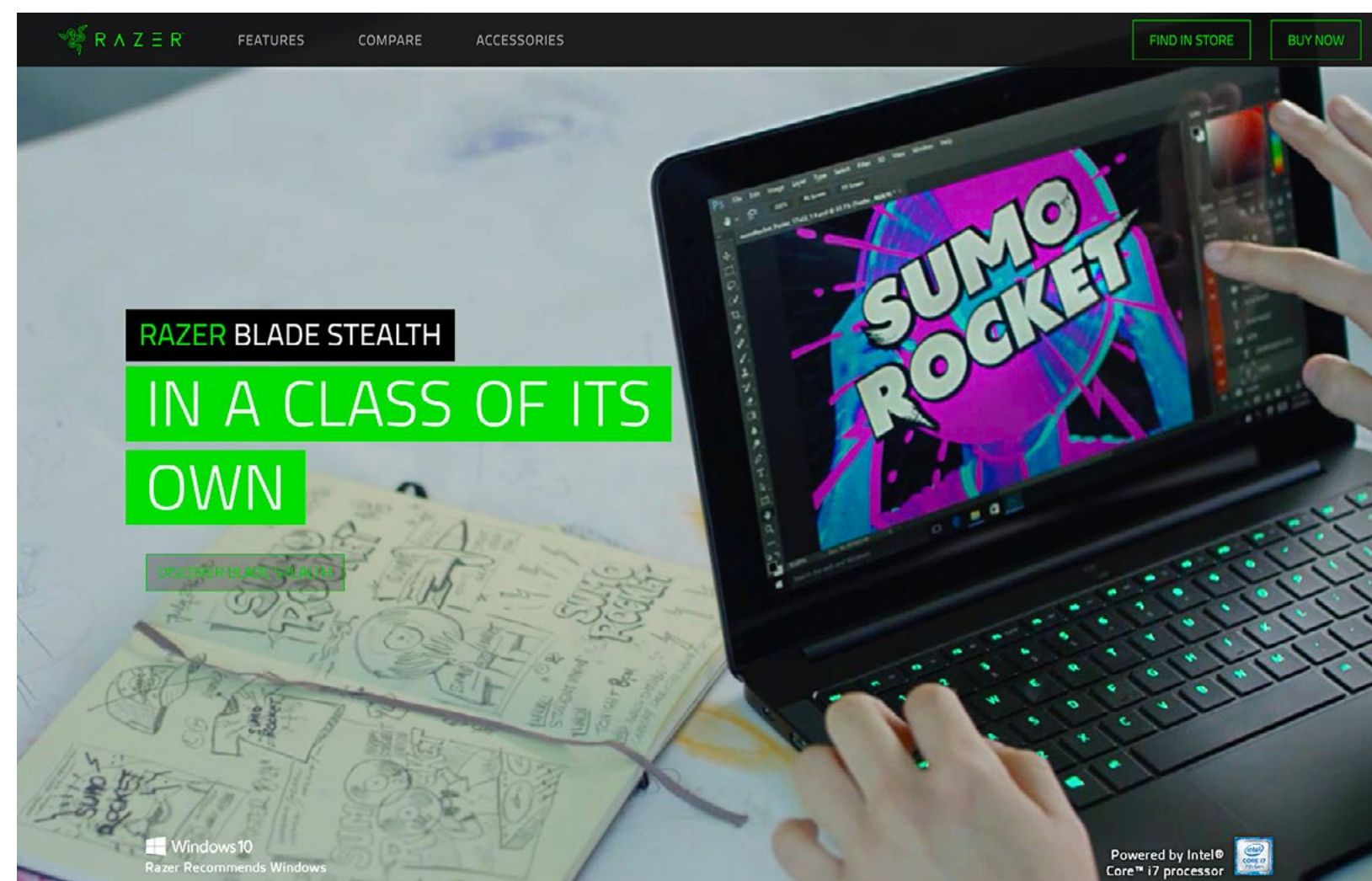
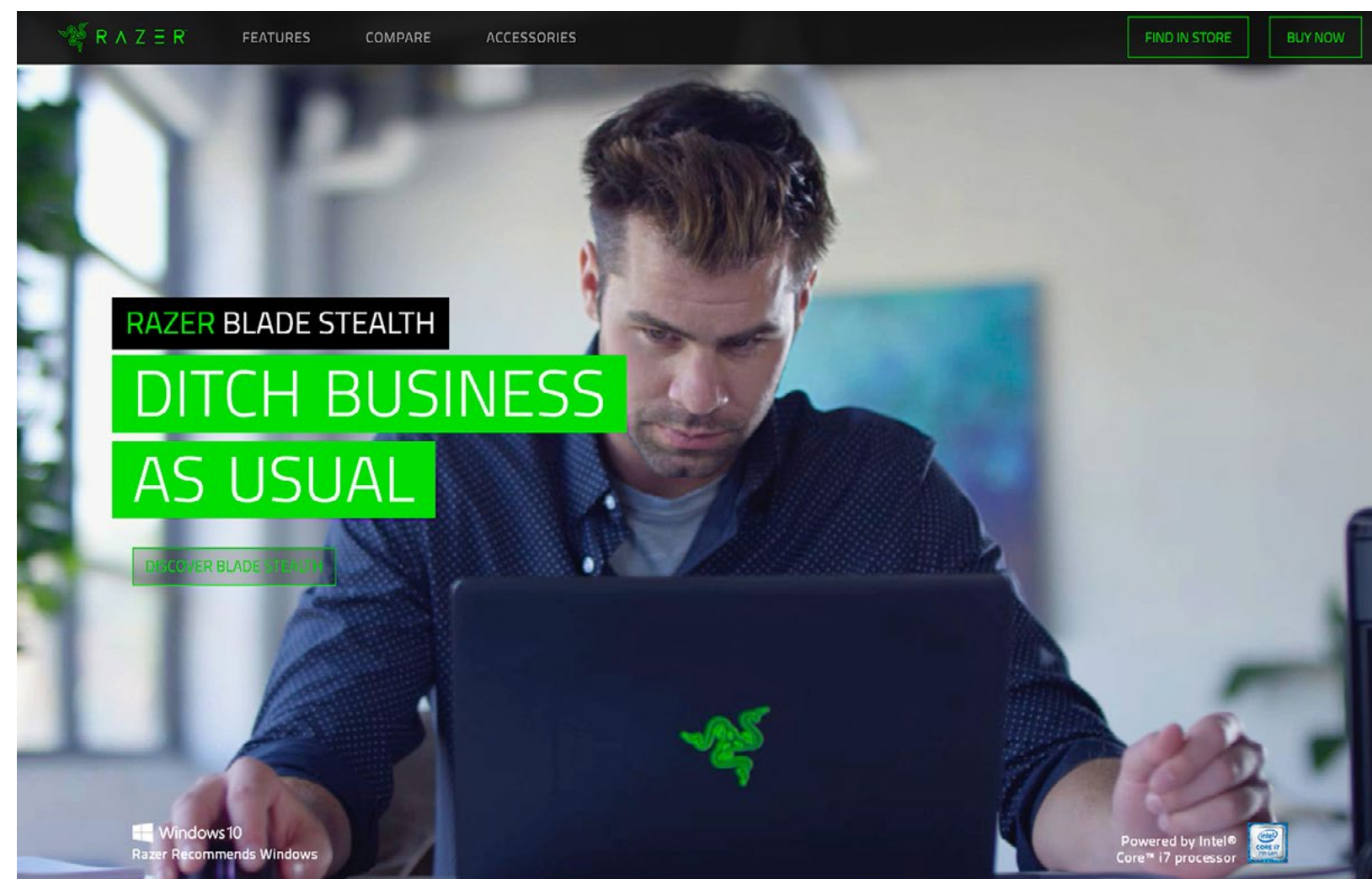
Next

PRODUCT LAUNCH 2016



With the release of their Blade Stealth Ultrabook, Razer won over 18 awards at CES—kicking in the door to the mainstream market.

To leverage the momentum we created a disruptive, integrated product launch campaign that activates the Razer brand to a new market, while not alienating their core gaming audience.*

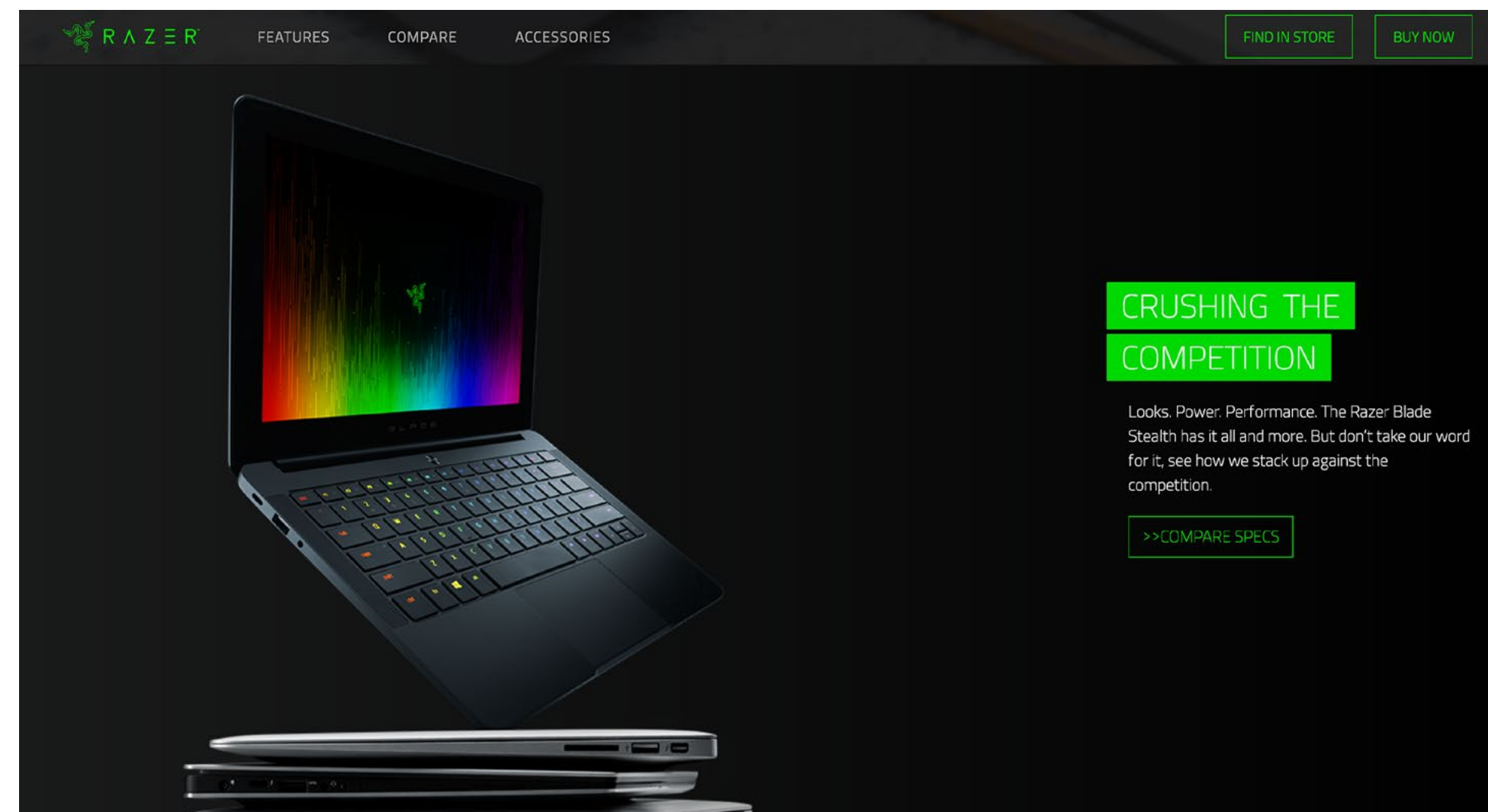
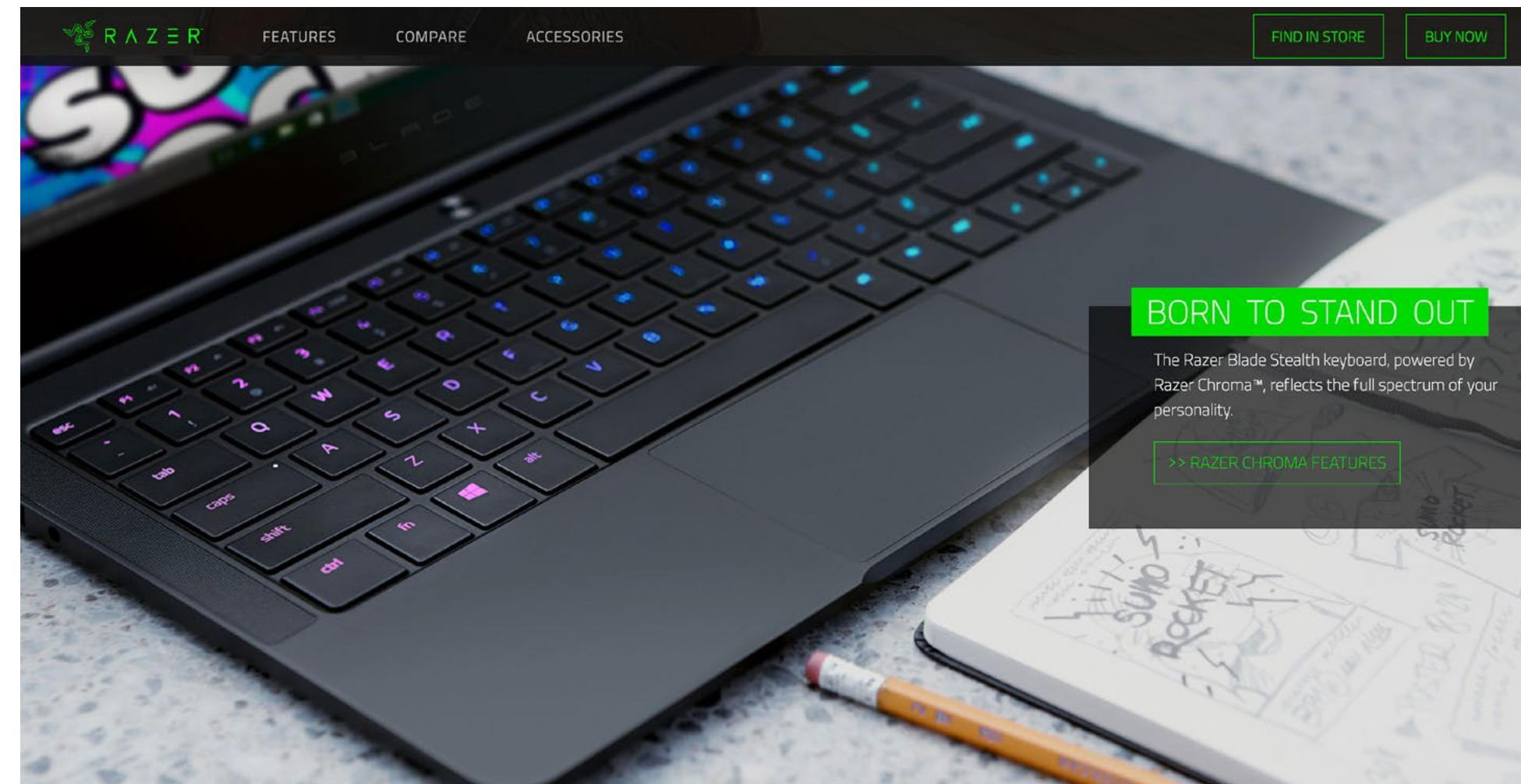


PRODUCT LAUNCH 2016



We positioned the Razer Blade Stealth as the superior and true alternative to typical laptops—for nonconformists' hearts and minds.

The inbound marketing (and branding) campaign included social, email, banners, events, site takeovers and YouTube—all driving to TheUltimateUltrabook.com.*



ONLINE TRAINING PLATFORM 2013/14



Samsung Wire is an enterprise-level digital sales training experience for retail sales pros, empowering them to become brand ambassadors, perform better, be more confident and increase sales.

Over two years in the making, this online platform is built on the principles of a Learning Management System and is practically a one-stop destination for everything Samsung, scalable for different business verticals.*

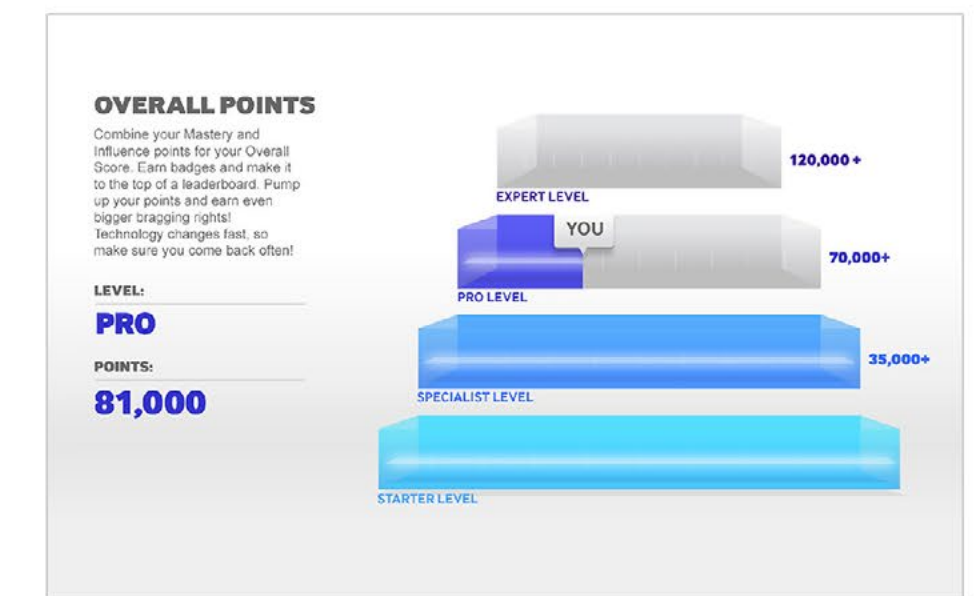
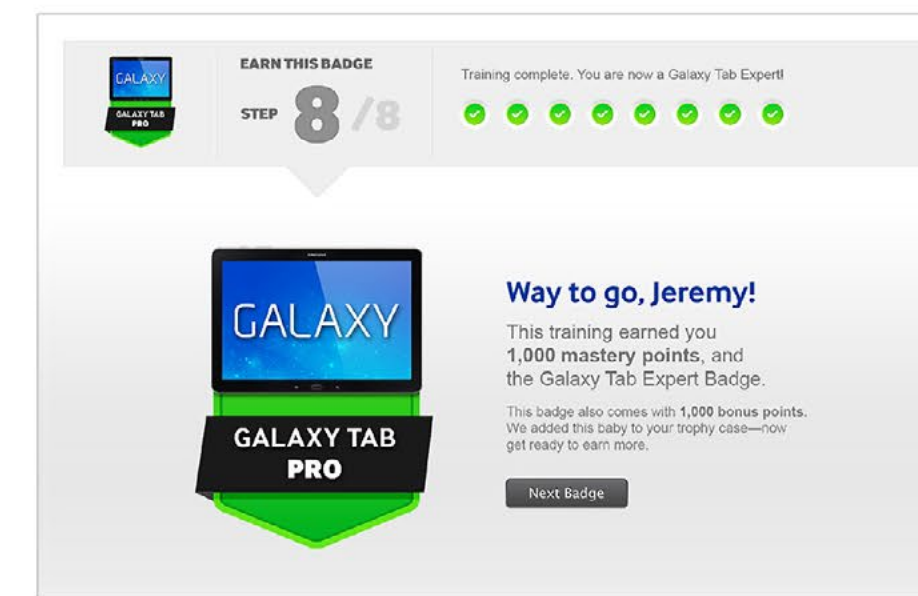
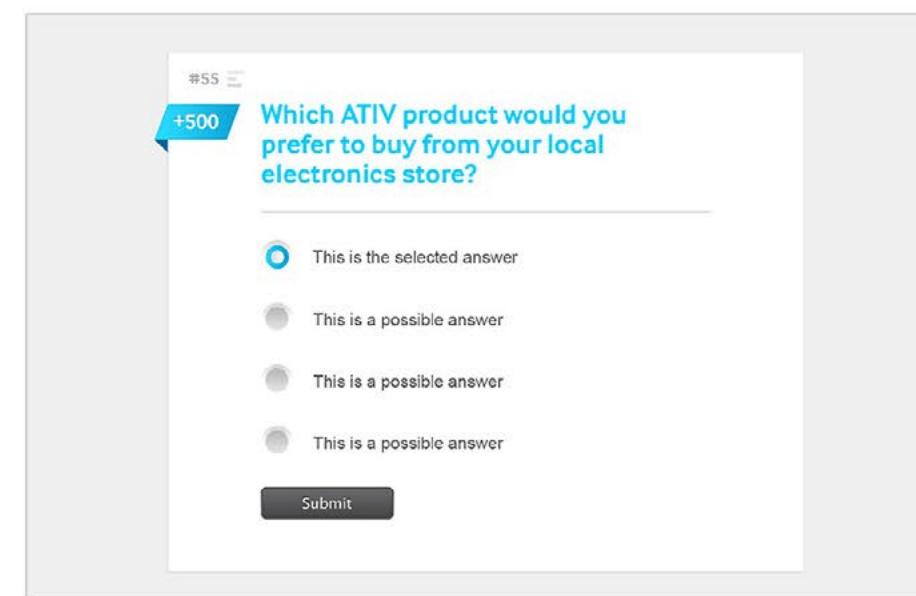


ONLINE TRAINING PLATFORM 2013/14



The training contents foster engagement and participation through rich media training, gamification and friendly competition.

To create open peer-to-peer collaboration (and a dialog with Samsung), the Wire leans heavily into social interactions: community, comments, polls, quizzes and surveys, as well as a point and reward system, progress trackers and leaderboards.*



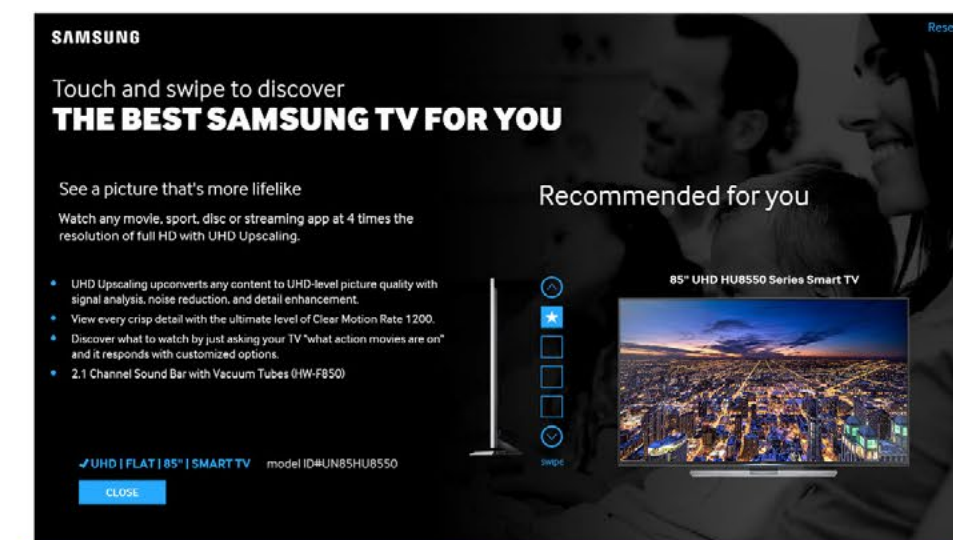
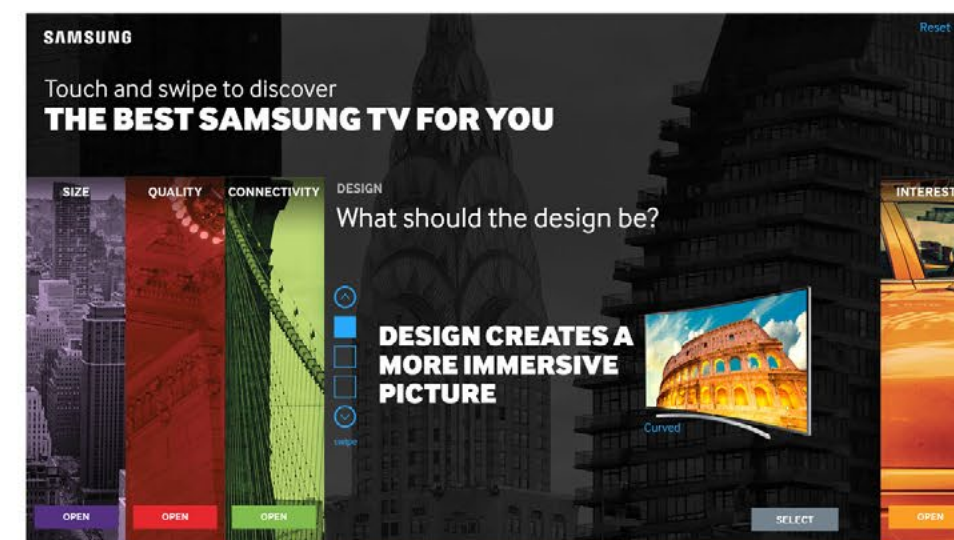
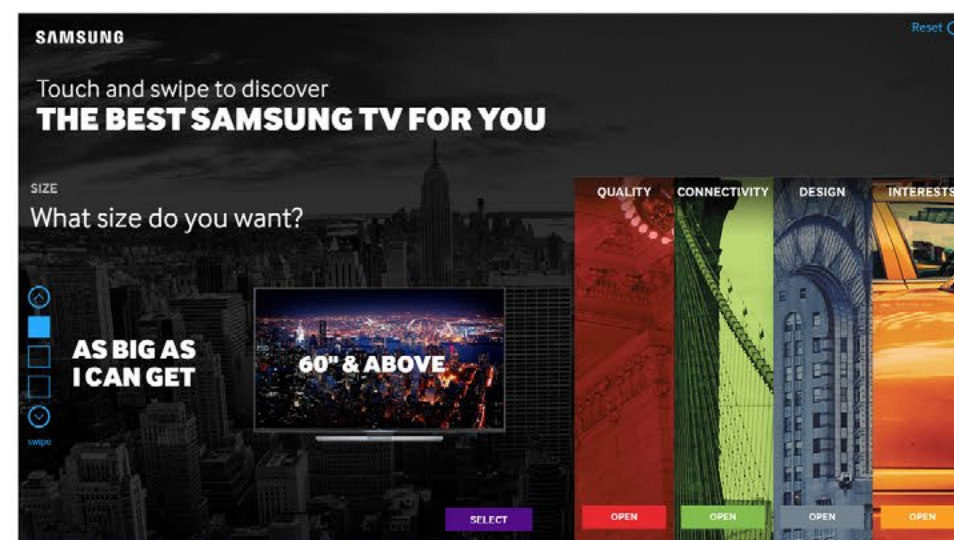
TV RETAIL EXPERIENCE 2014



The Samsung TV Configuration Station is a custom branded sales tool implemented on 500 Best Buy retail sales floors.

A self-guided, personalized shopping experience recommends Samsung TV models based on customer lifestyle and needs.

Using a simple strategic logic and an inviting touchscreen UX/UI, it leads customers through a series of 5 questions and gives 3 recommended TV choices based on their answers.*



ATIV RETAIL EXPERIENCE 2013



Samsung wanted an in-store experience that engages customers to touch and feel their new ATIV product line.

The result was an interactive Windows 8 app that demonstrates main customer benefits such as inviting multi-touch and amazing display quality.

Animated creatures like an octopus, chameleon and hummingbird invite people to follow their curiosity.

Simply touching the device brings the app to life. And users find out what really happens when an octopus gets hold of some knitting yarn.*



ONLINE INTERVIEW TOOL 2013



Universal Tech Institute is a nationwide training school for mechanics. The Online Electronic Interview is a guided experience for prospective students used by recruiters to bring the UTI experience to life.

Its structure is non-linear in order to easily adapt to the flow of the interview. Depending on the interests and priorities of the prospects, the recruiter can shift talking points at any moment.

The outcome is a comprehensive profile including core program interests, specializations, location, financial aid, scholarships, housing and career and employment opportunities.*

INTERACTIVE DEMO

2008



Pioneer's Receiver Series provides High Definition audio and video. Pioneer wanted to emphasize this aspect and combine it with the high gloss finish of their products.

Producing 3D renderings of the entire product line gave us full control over vivid surface reflections and lighting, so the product could appear in a never before seen way— all presented in a fully interactive Flash demo website.





PRINT

includes:

Campaigns

Promotions

Publications

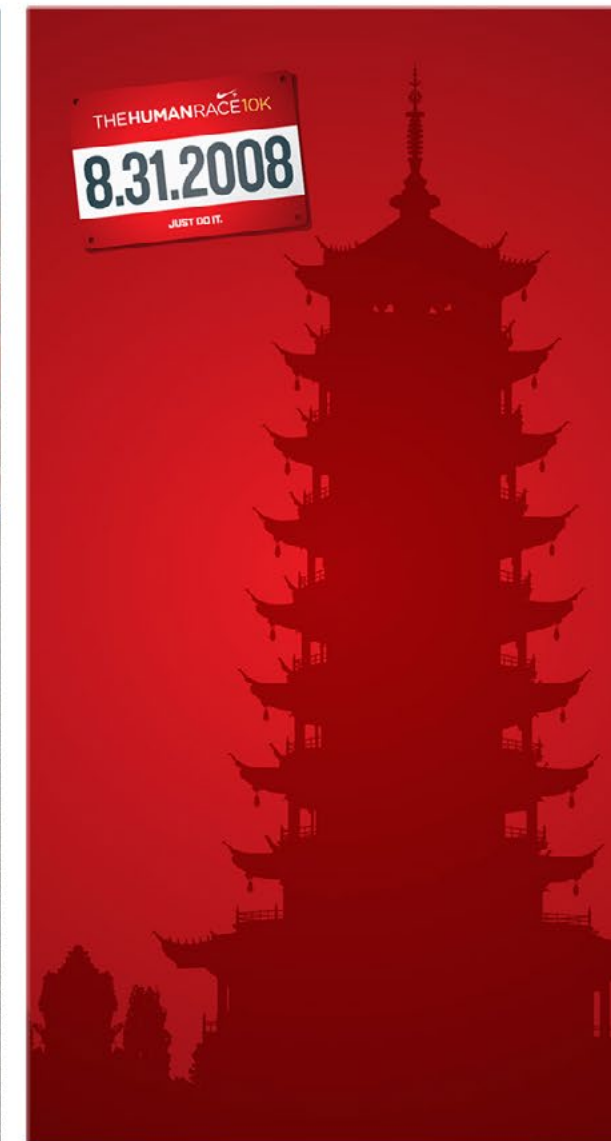
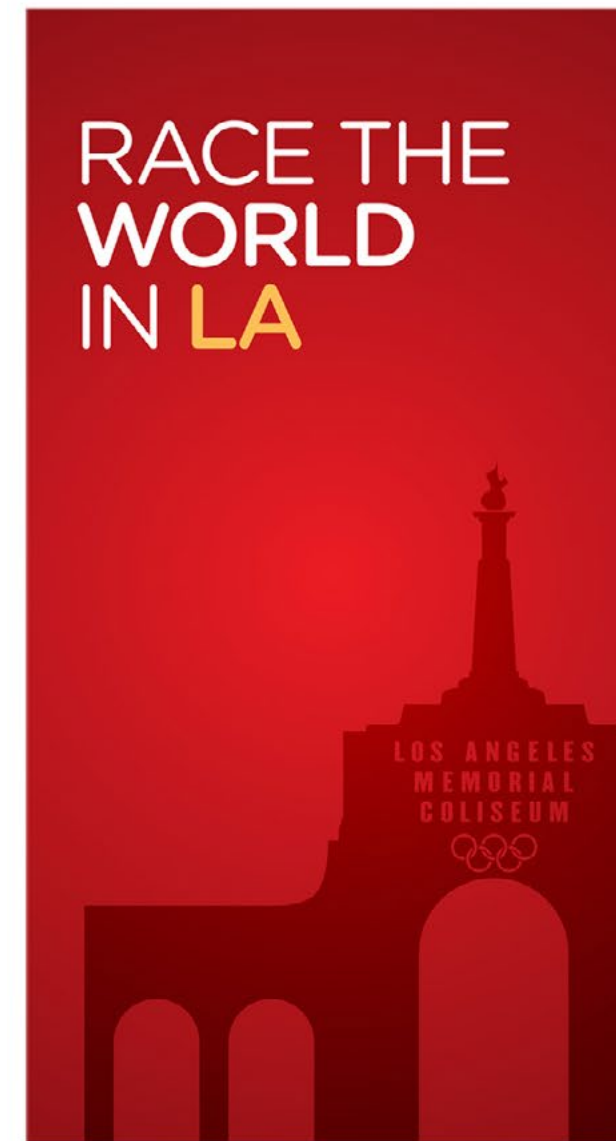
Next 

EVENT PROMOTIONS 2008



Over 1 million people in 26 cities around the globe participated in the Nike+ Human Race. We designed and implemented all sport store promotions for the event in the LA area.

This included complete store coverage with large-scale signage, POPs, 3D scale models of world landmarks, countdowns, kick-off events and a sweepstakes promotion called the Nike Human Race passport where runners collect Nike shoe print stamps to win a trip to Melbourne and LA, to participate in the first AND last race simultaneously.*



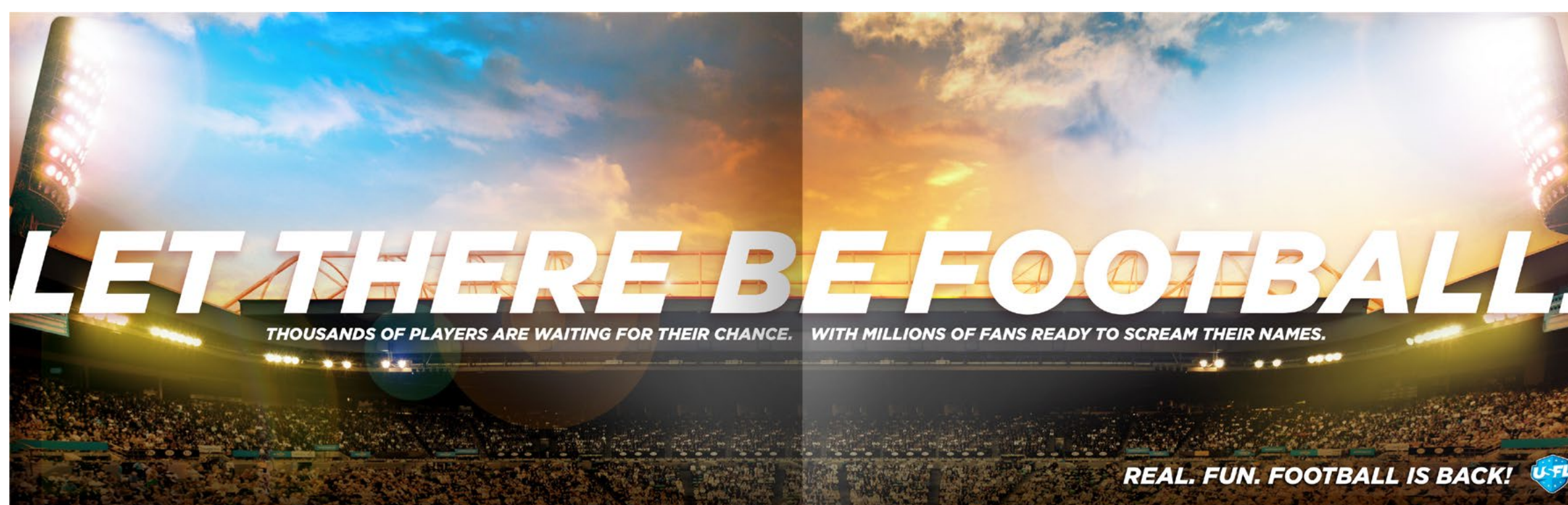
INVESTOR PRESENTATION 2012



This initiative to bring the USFL back to life fell into our lap and we gladly took a fresh approach to make it more attractive to investors across non-NFL cities.

We started with a logo redesign and an investor presentation package that laid out the advantages and benefits in a bold and engaging book.

We had lots of fun illustrating what's in it for prospective investors and the presentation opened quite a few doors to further negotiations.*



BILLBOARD CAMPAIGN 2010



As part of the 2009 re-brand of the San Diego Padres, we designed a wide range of marketing materials from tickets to TV ads.

In order to re-invigorate city pride, all designs featured the iconic SD mark and their signature Padres Blue.*



PRINT ADS

2007



This Scubapro campaign concept is called *Poetry in Ocean*. Our research has shown that diving is a very personal and emotional thing for most people and everyone experiences it very differently.

We wanted to reflect these personal thoughts in form of handwritten poetry that expresses a diver's feelings once one crosses the threshold to the underwater world.

Combined with stunning underwater photography, this campaign attempts to bring the unique diving experiences as close as possible to the viewer.*



AD CAMPAIGN

2009



Shimano introduced their sub brand PRO in the US a few years ago with little success, due to a lack of focus in a cluttered market.

Showing the product removed from the rest of the bike allowed us to spotlight its unique design and beauty.

The provocative headline combines beauty and performance in its most efficient form. In fact, Shimano liked it so much, they used the copy for the entire campaign series.*

Sow envy. Reap respect.

The PRO Missile carbon aerobar gives you speed, aerodynamics, and comfort when every second counts. Designed and developed to meet the rigorous demands of world-class triathletes and time trial specialists, the Missile is available in curved, straight, and S-bend extensions and features an exclusive adjustable Twistlock extension system. The PRO Missile aerobar. You'll like what you see, and love what you ride. PRO powers your performance.

pro-bikegear.com

Missile Carbon Aerobar
Aerodynamic monocoque carbon design
Integrated shift cable routing
Integrated brake cable routing
Adjustable carbon armrests
5mm gel armrest-pad
Weight: 531g

PRO

MISSILE

Craig Alexander • Richie Cunningham • Leon Griffin • Andy Potts • Simon Whitfield

Sow envy. Reap respect.

The PRO Vibe carbon fiber handlebar and stem put speed, beauty and comfort all within reach. Designed in collaboration with the world's greatest cyclists, and validated by teams like Columbia-Highroad and Rabobank, the PRO engineering team blends unique composites with NextGen ergonomics into a bar and stem that is simply stunning. PRO powers your performance.

pro-bikegear.com

Vibe Carbon Handlebar
Dual integrated cable routing
Oversize top section
Drop: 131 mm / Reach: 78 mm, 225g
Anatomic and classic curved bends
Also available in alloy versions

Vibe Carbon Road Stem
80-140 mm, -10°, 115g

PRO

VIBE

Columbia-Highroad • Rabobank • Française des Jeux • Skil-Shimano • Team Type 1 • Rock Racing

PRINT BROCHURES

2009



These monthly newspaper inserts are produced at fast turnaround times and distributed across multiple news publications nationwide.

Sony trusted us with this high-stakes project that required close collaboration with all Sony divisions and a highly flexible production schedule between agency, client, retailers and print vendors.*



PRINT AD CAMPAIGN

2001



Guinness Irish Stout is a beer of strong personality, so we successfully chose to communicate this to the rapidly growing audiences in Germany.

Strong authentic characters and intriguing headlines made a bold statement for the stout. For the photo shoot we chose only true Irishmen.*



Does your beer have as much character as you do? | You are what you drink.



When your thirst has seen everything else. | You are what you drink.



You are what you drink.

BILLBOARD CAMPAIGN 2001



The Früh Kölsch campaign perfectly targets the upbeat mentality of Cologne's people. Its clever tonality made the campaign so successful, it is now part of the city's beer culture and deeply ingrained in everyone's mind.

The brand became so unmistakably recognizable it could run a poster without product or even a logo. What started in 1992 is now one of the longest running ad campaigns ever—catapulting Früh Kölsch to the number one beer brand in Cologne and a top brand nationwide.*



Wishlist of all of Cologne's unfilled bottles.



Cologne's most favorite credit card.



The Honorary Chairman of Cologne's cutlery drawers.



It's in your hands.

PRINT CAMPAIGN 2002



This joint effort campaign by the French and German Food Board promotes an initiative for actively pairing German breads and French cheeses.

The idea is that bread and cheese together create something new, stronger, better and become a more delicious combination.

Because both foods are basic provisions, we decided to go with a minimalistic approach that solely focuses on the pairing of bread and cheese, but give it an emotional twist.*

*MY ROLE: AD | DESIGN | LAYOUT | PRODUCTION | COPYWRITING | PHOTOGRAPHY



Montmartre for your tastebuds. — Love at first bite.



Chop chop! — Love at first bite.



Bring on those little Frenchmen. — Love at first bite.



French-German summit meeting. — Love at first bite.

French Food Board magazine spreads
(proof of concept)

POSTER CAMPAIGN 2007



For their new natural cosmetic line DYG, SpaMD tasked us to communicate the natural ingredients and vibrant colors of their products.

We did this in a very simple, yet bold fashion—showing natural vibrancy in a way that no words are needed.*



PRINT AD CAMPAIGN 1999

INTEVI

Center Parcs are family vacation parks in Europe with huge indoor water parks, including swimming pools with adjacent shark tanks, separated only by security glass, zoos and family entertainment.

With their tag line “See the world with different eyes”, the ad series paints a picture of fun family getaways at affordable prices.*



Three kids for the price of one.



New playmates for your kids!



The coldest thing we offer this winter!



Leather jackets, schnitzel and sweaters. Just as God created them.

DIRECT MAILING

2001



This Düsseldorf boutique fashion store is well known for their “fish” mailers. Every year they came out with a new marine life twist on the newest fashion.*



Spring Collection



Fall Collection

PRINT CAMPAIGN

2001



Cologne's bank needed an image boost to separate their brand from the stigma that banks are boring and dry.

The poster campaign increased their mind share by differentiating themselves from the oh-so-serious banks by showing that banking can be fun too.

As a result, Kölner Bank became more approachable to their target audiences and created deeper relationships with old and new audiences.*



Bulls doing house calls. The new online brokerage is here. — Quality pays.



Space problems? Get our 5-star construction loan. — Quality pays.



New business idea? We straighten out your financing. — Quality pays.



There's only one place to go for better advice. — Quality pays.

PERSONAL WORK 2016



Inspired by this behind-the-scenes photo from the set of the original 1954 film *Gojira*, I asked myself: what if it was not a nuclear weapon test that was responsible for the creation of *Godzilla*—but an overproof rum accident at the local tiki bar?*



HAPPY CLIENTS

Airport Cologne/Bonn
Airwalk
Alpine Car Entertainment
Ashford University
Balboa Park Cultural Partnership
Bridgepoint Education
Callaway Golf
Canum Entertainment
Center Parcs
Citizen Watches
Club Med
Cocoon Studio
Communication Belt
Contrast Media Planning
Degesta City Lights
Dupont Spies Hecker
Directed Electronics
DivX
Ease Interactive
East Germany Tourist Board

Fleet Science Center
FTI Touristik
Green Flash Brewing
Guinness Irish Stout
Harp Lager
Hoist Fitness
Hubbs SeaWorld Research Institute
Include Autism
Infospace
Jeremy Kurtz
Kilkenny Irish Beer
Kölner Bank
Kölner Express Newspaper
Kölner Hofbrewery Früh
LG Electronics
Megaposter
Michael Christmas Photography
Microsoft Windows Mobile
Milton's Delicatessen
MiraCosta College

Monarch School
Moots Bikes
NAMM
Nike+
Nokia Mobile
Norman Icking Fashion
Northwestern University
Our Greater San Diego Vision
Osram Lighting
Pantech Wireless
Pro Bike Components
Pioneer
Razer
Reemtsma Tobacco
Samsung
San Diego Chargers
San Diego Foundation
San Diego Padres
San Diego Symphony
ScubaPro Diving

Sharp
Shimano Bikes
Siemens Mobile
Siemens Transportation
Skyworks Mobile
Sony Electronics
Sopexa French Food
South Pacific Water
SpaMD La Jolla
Sprint Nextel
Stora Enso Paper
Strongbow Cider
Surfhouse Adventures
Teamworks Apparel
Titan Corporation
Tönissteiner Water
Universal Technical Institute
Westinghouse
Wirelogic





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[LINKEDIN](#)