

INTERDISCIPLINARY DESIGNER

## PERSONAL INFO

**DATE OF BIRTH** STATUS  
22 October, 1985 Married  
**NATIONALITY** RESIDENCY  
German Germany, Köln

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🌐 /in/patrickneuschaefer

💻 www.wunderatelier.com

☎ +49 163 4867 135

## ABOUT ME

I am an Interdisciplinary designer, bold, Lateral thinker, eclectic when it comes to combining my international experience with local markets. A true generalist who can present a strong versatile design portfolio within most disciplines. With my versatile design style and experience with international clients, I bring refreshing world-class design ideas to life. Design is all about aesthetics, form, taste, smells and touch a sensory experience hence my commitment to understand the motives and objectives of the clients that I want to them to experience. It is subjective that is why it is important for me to understand first before even starting to design anything the person. His personality, likes and dislikes, feelings, emotions towards design and tastes. Design is not just a visual projection of our creativity onto screen or paper. It is an experience that we design, a feeling that we try to express. Successful design needs to reflect the customer's needs, and one needs to believe in it to make it successful.

## CAPILITIES / SKILLS

### PROFESSIONAL

Team Leadership  
Project Management  
Conceptualization  
Client Communication  
Presentation  
Branding  
Editing  
Managing

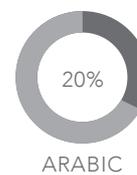
### PERSONAL

Creative  
Professional  
Punctional  
Organized  
Time Management  
Team Player  
Perfectionist  
Motivater

## EDUCATION

- 2011  
○  
2007 • UNIVERSITY: American University of Sharjah (AUS), United Arab Emirates  
MAJOR: Bachelor in Multimedia Design,  
College of Architecture & Design  
ACADEMIC HONERS: Cum laude G.P.A 3.55
- 2007  
○  
2001 • HIGH SCHOOL: The Cambridge High School Dubai  
DIPLOMA: IGCSE'S and AS Diploma - British system ( Cambridge )

## LANGUAGES



— Able to read and write mainly for calligraphic logos.

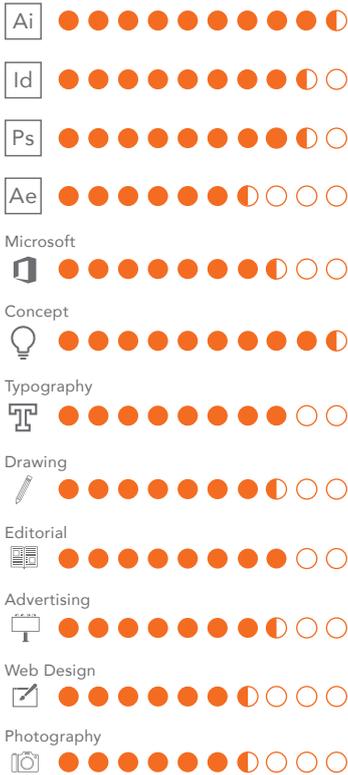
## WORK EXPERIENCES

- 2019  
○  
2013 • SENIOR ART DIRECTOR & GROUP LEADER  
ELEPHANT NATION - DUBAI (WWW.ELEPHANTATION.COM)  
- Hired in 2013 by Elephant Nation as senior designer.  
- Contributed to build up the company. Over the next two years, the company started growing into a boutique agency.  
- Assisted our creative director to further develop the UI / UX design and conception to give customers a higher level of creativity. With my accumulated experience in concept development and design, the design team was strengthened by me, which made me a important pillar of the company.  
- In 2015, I was officially named "Senior Art Director" and team leader of 4 designers.  
- Advanced the design department by supporting designers with creative feedback and technical skills in design that allowed us to become competitive.  
- I led several major project (from A to Z) whether it was print or digital projects it were successfully launched in the UAE and Oman,  
- Supported & Consulted clients in project planning and execution in the following industries: Governmental, F&B, Hospitality, Real Estate, Entertainment, Fitness, Technology, Logistics, Transportation, Consumer Products, Tourism and Fashion.
- 2013  
○  
2011 • JUNIOR GRAPHIC DESIGNER  
PROMEDIA ADVERTISING - DUBAI (WWW.PROMEDIAADVT.COM)  
- Hired as Multimedia / Junior Graphic designer.  
- Helped in strengthening branding and conceptualization of the company.  
- Got promoted after 1 year to handle the branding and conceptualization of the company.  
- Worked on varies clients to name few industries: Hospitality, Logistics, Real Estate, Home Decor, Banking, F&B and the rebranding of Promedia Advertising.

## INTERNSHIPS

- JULY  
2010 • LANDOR ASSOCIATES - DUBAI  
Worked as an intern in a brand strategy company, trained by a senior Designer to produce a short movie (animated) for Dubai Public Library, to compete in their internal Landor T&T award.

## DESIGN SKILLS



## AWARDS

### AMERICAN UNIVERSITY OF SHARJAH

Dean's award for academic excellence  
2010-2011

Chancellor's List 2009 - 2010

MAD (Motivation - Attitude - Dedication)  
Award 2009 - 2010

Dean's list award 2008 - 2009

## HOBBIES / INTERESTS



### JUNE 2010 ● BRASH BRANDS - DUBAI

Worked as an intern in a branding company, trained by a Senior Designer to produce work such as: An animated identity, Create a word mark for an Orchestra, Designed brand identities for SAADIYAT island, SAVOLA Group, Al Jazeera Football Club (Abu Dhabi), Created a Brand attribution chart for the look and feel.

## FREELANCE WORK

### 2013 ● WELS - DUBAI (FREELANCE)

In 1998 Wels Co. LLC was established in Dubai, as a specialist Contractor in rehabilitation and repair of concrete structures. I designed a new brochure that would enhance their overall look and feel of the company. Edited text and images, designed the layout, produced dummy hard copies. Supervised the printing process until final production that including budgeting and time line.

### MAR 2013 ● WELS TRAVEL AGENCY - GERMANY (FREELANCE)

The brief was to create a new travel brochure for Costa Rica. I redesigned a new layout, cover and edited their images to be presentable for customers to be intrigued in. I had full freedom of designing it with a modern and fresh look and feel.

### OCT 2012 ● FIERO ROSSO GARDEN FURNITURES - DUBAI (FREELANCE)

Fierro Rosso is a garden furniture company in the UAE that sells modern furnitures. The brief was to create a new design style for their brand. They wanted to follow the bauhaus design style due to its simplicity and dynamic shapes that flows from one into another. I designed for them several collateral such as: product brochure, leaflet, business card, sales flyers and a simple logo animation.

### 2011 ● UNESCO - DOHA+KUWAIT (FREELANCE)

Designed a new brandmark as voluntare for a new initiative in Doha, the initiative was a educational school program called Eco-schools. I created the Program name "Big Tree Society" and brandmark design as secondary logo and in Arabic too.

## RECOMMENDATIONS

### ELEPHANT NATION

NOORULDEEN A. AGHA - *Managing Director*

Tel: +971 55 217 7222 Email: nooruldeen@elephantation.com

### PROMEDIA ADVERTISING

SAMEE QURESHI - *Ex. Managing Director*

Tel: +971 50 465 5965 Email: sameeq@gmail.com

### UNESCO DOHA

BENNO BOER - *Ecological Science Advisor for the Arab Region*

Tel: +974 411 3290 ext.230 Email: b.boer@unesco.org