

INTERDISCIPLINARY DESIGNER

PERSONAL INFO

DATE OF BIRTH **STATUS**

22 October, 1985 Married

NATIONALITY **RESIDENCY**

German Germany, Düsseldorf

✉ patrickneuschaefer@gmail.com

🌐 /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
o
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
o
2001 • **HIGH SCHOOL:** The Cambridge High School Dubai
DIPLOMA: IGCSE'S and AS Diploma - British system (Cambridge)

LANGUAGES



GERMAN



ENGLISH



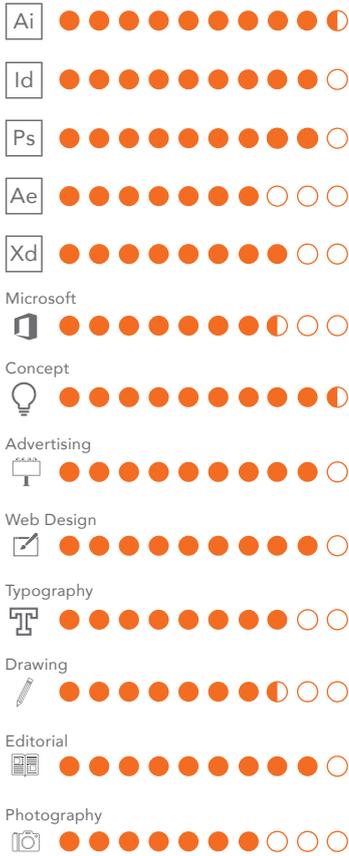
ARABIC

— Able to read and write mainly for calligraphic logos.

WORK EXPERIENCES

- TODAY**
o
NOV 2019 • **SENIOR ART DIRECTOR & GROUP LEADER**
ENGELMANN&KRYSCHAK - DÜSSELDORF (WWW.ENGELMANN-KRYSCHAK.DE)
 - Employed as Senior Art Director since November 2019.
 - Development of various creative concepts for B2B clients with a strong focus on employer branding and classic brand communication
 - Internal communication and creative responsibility for internationally oriented customers such as DB Schenker (logistics) and Vestolit (market leader in PVC products)
 - DB Schenker: Conceptual and design development of 360 ° campaigns as well as the new development of the brand CI with strong advertising strategies.
 - Vestolit: development and design execution of the corporate branding, brand guidelines and brochures as well as their website design concept and development of their online sales platform.
 - Independent and comprehensive development of a brand and communication strategy for a start-up from the catering sector including naming concept and Brandmark design.
 - Corporate design: development of a new corporate design for Engelmann & Kryschak including website design and revision of the wordmark.
 - Creative management of pitches, Doppstadt (mechanical engineering), Design and creative advertising campaign ideas with full execution of the marketing presentation.
 - Personnel responsibilities: Leading a 6-person creative team, consisting of a junior art director, copywriter and trainee - implementation of all measures from idea development to final artwork.
 - Support and mentoring of junior designers with technical support towards their artworks creation.
- 2019**
o
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 10 designers.

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



- 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 various clients to name a 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.

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.

2011

UNESCO - DOHA+KUWAIT (FREELANCE)

Designed a new brandmark as volunteer for a new initiative in Doha, the initiative was an 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

ENGELMANN&KRYSCHAK

HEIKO ENGELMANN - *Managing Director*

Tel: 0178 807 05 55 Email: engelmanna@ek-werbeagentur.de

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