

NINIK

CREATIVE DIRECTION // ART DIRECTION // DESIGN

CV 2010 "THERE IS SOMETHING I WANT TO SHOW YOU"

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CURRICULUM VITAE

001. INTRODUCTION

Ninik Vogelsang is a German Interactive Creative Director with a background in design and architecture. Discovering her love for creating things, she studied architecture with emphasis on interior design and construction in Hamburg. Fascinated by all new forms of virtual living and virtual design she later moved on the study of New Media Arts at SAE Collage. Along with her studies, doing freelance work as an architect, freelance set design and freelance art direction all over Europe. After graduating in 2001 and beginning to establish herself in the professional design-scene she moved on working as an art director in a hired position at deepblue-networks. Close network-cooperation with Artificialduck Studios since 2002. In 2004 she started working as an Senior Art Director and later as a Creative Director at Interone Worldwide Hamburg, lead agency for the BMW online account (www.interone.de). During her 6 month stay in China at Interone Beijing in 2009, 2010 and 2011, she improved her knowledge about this particular market. In 2010 Ninik founded her own design studio known as NINIK, doing freelance work as a Creative Director all over the world.

Currently Ninik resides in Hamburg City beginning to establish her own Creative Studio called **LEAF Creative Studio** (www.the-leaf.net) besides keep on working as a freelancer.

PROFESSIONAL PROFILE AND SKILL SUMMARY

- ... internal and external relationships.
- ... presenting ideas and new concepts to all levels of an organisation.
- ... developing international integrated campaigns, brand experience.
- ... consulting clients in terms of increasing the brand image.
- ... focused on sustainability.
- ... creating fascinating and exciting worlds.
- ... strong feeling for film and animation combined with music
- ... interesting and experimental storytelling.
- ... motivating and inspiring teamleader always focused on new technologies, experimental work and further education.
- ... demonstrated ability to orchestrate digital integrated campaign concepts including communication channels such as social networks, film portals viral elements.

PERSONAL PROFILE AND INTERESTS

- ... enthusiastic designer always influenced by the newest and most innovative digital technologies and trends.
- ... a great interest and passion for nature, discovering different lifestyles.
- ... extremely passionate about all form of digital and analog art, architecture, installations, typography and photography.

002. WORK

FEBRUARY 10 - NOW

*FEELANCING CREATIVE DIRCTION & ART DIRECTION
FOR ONLINE COMMUNICATION*

projects

LEAF Creative Studio
Marc Aurel, Imagesfilm
BMW Design, Interone Hamburg
Marc Aurel Online Campagne, Coop with Artificialduck Studio
Citroën DS, BBDO Xtreme
O2, Pitch for Interone Hamburg
BMW Joy Campagne
MINI, Liquid Campaign
Bosch China, Interone China
BMW M GmbH, Interone China
COTY Pitch for neue digitale, Razorfish etc.

JUNE 09 - DECEMBER 09 INTERONE CHINA / BEIJING

CREATIVE DIRCTION

key aspects of work

developing integrated campaigns for the chinese market,
consulting clients in terms of increasing the brand image
concept design, interface design, site architecture,
optimization of workprocesses

projects

BMW Media Gallery
Website Optimization of bmw.com.cn
BMW SILO
BMW China Routes, etc.

OCTOBER 04 - FEBRUARY 2010 INTERONE HAMBURG

CREATIVE DIRCTION, SEN. ART DIRECTION

key aspects of work

developing international integrated campaigns, brand experience
consulting clients in terms of increasing the brand image
concept design, interface design, site architecture,
film concept design, storyboarding, look and feel
head of design team, including: delegation, organisation, presentations ...

projects

BMW Media Gallery
Website Optimization of bmw.com.cn
BMW SILO
BMW China Routes, etc.

projects

BMW 5 Series Gran Turismo,
BMW Z4 Convertible, BMW XM6 / XM5,
BMW 3er Touring, BMW 7 Series Sedan,
BMW M3 Series Convertible,
BMW 1 Series Coupé,
BMW new product trailer „The Gadget“,
BMW 1 Series 3-door, 5 door,
BMW 3 Series Convertible 2007,
BMW M6 Coupé, Knorr Vie, New Business, etc.

APRIL 03 – OCTOBER 04 DEEPBLUE NETWORKS AG

ART DIRECTION

key aspects of work

developing international integrated campaigns, brand experience
interface design, site architecture, concept design
corporate design, flash animations, film concept design
storyboarding, art direction at shootings
head of design team, including: delegation, organisation, presentations

projects

West National ,West International, West BTL
Nordzucker, Dieter Lange, Burger King
AOL, New Business etc.

MAY 99 – DECEMBER 2008

FREELANCE WORK AS AN ARCHITECT & DESIGNER

key aspects of work

concept design, consulting, documentation
exhibitions design, set design, interior design, competitions,
concept design flash design, look & feel development ...

clients

Artificialduck Studios, Berlin
SHE_arch, Hamburg
Markenfilm AG, Hamburg
Anui, italian fashion, Hamburg
Lapp & Fao, Café lounge and delicatessen, Hamburg
Architekten Leuschner & Gänsicke, Hamburg
Park Circus Homes, London (Mark Welland-The New Media Works)
Friedrich-Ebert-Stiftung Brussels, Brussels
Electric umbrella Interactive Medien, Hamburg
Grendel & Henke Pr-Agentur, Hamburg
etc.

003. EDUCATION

October 99 - May 01

SAE-Collage, Hamburg Bachelor of Multimedia Producer.
Certificate: Bachelor of Multimedia Producer.

March 94 - May 99

Hochschule für Angewandte Wissenschaften, Hamburg
department of architecture. Certificate: Dipl.-Ing. of architecture

004. AWARDS - RECOGNITIONS

May 1stReboot 2002, American Design Awards 2003, the FWA.com, CRESTA Award
Flashfoward, website design award, linkdup, mentioned on threeoh.com,
the new york filmfestival-finalist two times, annual mutimedia yearbook three times,
design licks,.net magazine, etc.

005. LANGUAGES

german, english, elementary swedisch

005. SOFTWARE SKILLS

Mac Os / Windows, Office, Adobe Illustrator, Adobe Photoshop, After Effects
Adobe Premiere, basics In-Design, Macromedia Flash, Macromedia Freehand
Autocad 2002, acad Garph PalladioX5 ...

More references and URL's upon request (contact@nirik.net)