



Marion Gutschenreiter

Taborstrasse 6, 10997 Berlin

+49 (0)176 60 44 70 88

hello@mgutschenreiter.com

www.mgutschenreiter.com

[Profil LinkedIn](#)

[Profil Xing](#)

Circulum Vitae

Blumberry, bitmapboogie, cosmoblond, EY, Jaron, Health4Brands, interactive tools, Kochzauber, La fraise, Meelogic, MetaDesign, Mornin' Glory, Motius, Ressourcenmangel, Rocket Internet (Lendico), Scholz&Friends, Shopkick, Sirup, TLLG, Valid, Verlag für die deutsche Wirtschaft, WeDo, Whitewall and many more.

Clients: Amazon, Base, b-tu, DB, Deutsche Forstwirtschaft, Dresden, Channoine, Here, International Tracing Service, J7 Summit, Puls4, Mercedes Benz, Land Baden-Württemberg, Loewe, Saturn, Scarosso, Siemens, Sony, Stromnetz Berlin, Tag des Handwerks, Vattenfall, Vodafone, ZDG (Geflügel Charta)

Tasks: Development of concept and creative approaches for websites, prototyping, optimization of user interfaces, building up UI libraries, gain & painpoints analysis, web applications, responsive interfaces.

Konstruktiv

Clients: AON, Bongrain, DirectLine, Dr. Oetker, GLS, NordCap, Kunsthalle Bremen, L'Oréal, Volvic.

Tasks: Relaunch of websites, facebook fanpages, social media graphics and banner, crafting new modules for websites, template creation.

Bassier, Bergmann & Kindler, Chemistry Group London, LINE Communications (Today LEO), KMF, Immoscout24, ZweimalEins

Clients: Baileys, Ebay, Capita eSafety, Charming, NHS

Tasks: E-learning in the form of games for children as well as online training courses for Employees of companies, creation of templates for landing pages, conception of advertising material and presentations.

LBi London

Clients: BT (British Telecom), Debeers (Forevermark), Financial Times, FirstChoice, Sheraton Hotels, Sony Playstation, Standered Charterd, Syngenta, Unilever.

Tasks: Development of prototypes, Icon development, newsletters, presentations, Development of a career portal, participation in competitions.

Milo Creative, LINE Communications (Heute LEO), unit 9.

Clients: BBC Raw (Lenny Henry, Blue Peter), Belvedere Vodka, Ford Education, Philips, Vodaphone

Tasks: E-learning in the form of games for children and online training courses for employees of companies, illustration, animation. Product micro pages, participation in competitions.

Nasa 3.0

Clients: Alfons fragt, DAZ Verlagsgruppe, Face the sun, Gofive, Gard, Hamburger Hochbahn, Palmolive, Tagueri.

Tasks: Layout of online advertising material, retouching of product images, creation of template pages according to existing CI, logo design, animations in Flash, presentations, icon development.

Plantage Berlin

Clients: Berlin Bread & Butter, DualDisc, Elixia, Land Brandenburg, Rammstein, Silbermond (Universal Music)

Tasks: Creation of image & mood boards, logo development, layout brochures based on existing CI, poster design, music cover design / illustration, competitions.

Art Director

11. 2010 – Today

Berlin | Self-employed

Art Director

12. 2009 – 11. 2010

Berlin | Employed

Art Direktorin

10. 2008 – 12. 2009

London -Berlin | Self-employed

Designerin

11. 2007 – 10. 2008

London | Employed

Art Director

06. 2007 – 10. 2007

London | Self-employed

Junior Art Director

Designer

Intern

01. 2006 – 03. 2007

Hamburg | Employed

Intern

06. 2005 – 12. 2005

Berlin

Education

Fundamentals of Project Management” at the **University of Washington**
(International & English Language Programs)

Certificat
2015, Seattle, Washington, USA

Graduation of the **BTK** (in former times Technische Kunstschule Berlin)
Grade: Sehr gut (= Excellent)

Kommunikationsdesigner
(With focus on Multimedia)
2005, Berlin

Intermediate examination **HTK** (in former times Technische Kunstschule Hamburg)
Grade: Sehr gut (= Excellent)

Kommunikationsdesigner
(With focus on Multimedia)
2004, Hamburg

Enrollment at the **HTK**
(in former times Technische Kunstschule Hamburg)

Kommunikationsdesigner
(With focus on Multimedia)
2002, Hamburg

Abitur = Final Exam at a German grammar school

A-Levels
2000, Hamburg

Profile:

I have been specialising in Interface Design ever since I successfully finished my Communication Designer degree which focused on Multimedia at the Berliner Technischen Kunstschule (BTK). I am particularly interested in helping companies to present their products and web content. In the scope of my work as an Art Director I have conceptualised projects from the beginning, worked on pitches, picked up projects and finalised them. Over the last eleven years I have been freelancing and employed as an Art Director, gaining national and international work experience, working within small and large teams. During my two years in London I gained experience with many different kinds of agencies, their internal company regulations and code of practice. I have flexibly adapted to the teams and their clients. In 2015 I obtained a Business Certificate in “Project Management” at the University of Washington in Seattle, USA. This depends on my knowledge of project processes, and team and budget management.

Key Skills

Quick comprehension of complex products & briefings
Teamwork
Versatile and happy to learn

Tools

Sketch, XD, Invision, Marvel, Balsamiq, UXPin, Axure, Photoshop, Illustrator, Indesign, Acrobat, Trello, Confluence, Microsoft Office, Html, CSS, WordPress, Bigcommerce, Squarespace and many more.

Languages

German Mother tongue
English Full professional proficiency, (TOEFL Test)
Spanish B1