

Axel Gutschenreiter

Digital Creative & Art Director

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Concept

Wireframes, Brainstorming
and Prototypes



Design

Websites, Apps
and Interactive



Direction

Mood boards, Typography
and Branding

Digital Creative and Art Director with over 12 years of experience in UI and UX design, branding, illustration and art direction for print, web and mobile devices.

Passionate about digital culture, consumer brands, art, fashion, music and urban lifestyle.

Keen Instagrammer, Social Media Aficionado and Blogger. German with a sense of humour.

Experienced in the whole creative process from initial brainstorming and wireframing to the final delivery of a project.

Ability to work across multiple disciplines and projects. Excellent communication skills and great team player.

Worked for clients like V&A, Tribal DDB, Wieden+Kennedy, Science Museum, Channel 4, BBC, Mindcandy and Gamesys being responsible for:

- Web, mobile and print
- Improving GUI and UX
- Brainstorming concepts
- Creating ideas
- Wireframes and mock ups
- Creation of pitch visuals
- Liaising with dev teams
- Logos and icons

Expert user of Creative Suite, Invision and Balsamiq.

Good understanding of HTML, CSS, Wordpress, SVN, Responsive Design and working with agile frameworks.



BBC

Wieden
Kennedy+

Mind
Candy

DDB°Tribal



e-skills uk gamesys



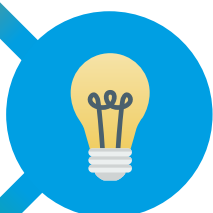
V&A



2016 | **Digital Creative and Art Director**
2015 | Freelance | Digital, Print and Consulting



2015 | **Digital Designer**
2012 | Gamesys | Digital and Print



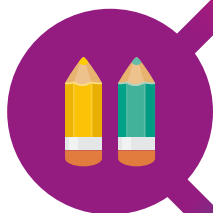
2012 | **Designer and Consultant**
2012 | Freelance | Digital



2012 | **Art Designer**
2009 | Mindcandy | Digital and Print



2009 | **Digital Designer**
2005 | Milo Creative | Digital



2005 | **Designer**
2004 | Alsop Architects | Print



2003 | **BA (HONS) Communication Design**
2001 | Central St. Martins