

10+ Years of Work Experience

Three years work experience at Publicis Switzerland and seven years self-employed, as well as working as a freelancer, give me a solid background.

70+ Clients

I already worked with over 60 clients and proudly supported over 10 well-known advertising agencies. (See below, or Werbeschlüssel.ch)

Efficiency

In my years as a freelancer, it has become one of my strengths to balance quality and productivity. Working structured and well able to focus, I can help you to get the most out of the tasks given.

Rationality in Design

Design means much more to me than nice wrapping. It is the art of finding the essential message, and communicating it in an emotional way, until the last bit fits in total harmony.

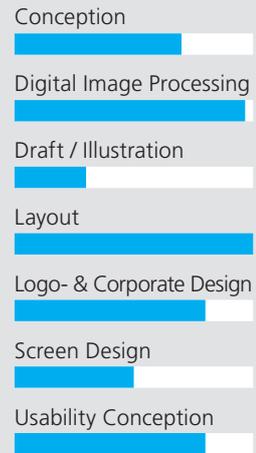
Coordination Skills

My customers appreciate my critical thinking, and my ability to keep the overall view and recognize patterns. This helps me to efficiently coordinate projects, and minimize idle runs.

Reliability

A word counts for every agreement. I have never missed a deadline.

SKILLS



fluent language skills in **German & English** and basic skills in **Italian & French**

OS X, iOS & Unix Pro



2002

entered the ZHdK (Zurich University of the Arts) in the talent support program

2003

graduation, internships at various advertising agencies

2004

apprenticeship at *Publicis*, at the time the Swiss leader (kreativ ranking by *Werbewoche*), supplementary educational program at *medien form farbe* (Vocational School for Design Zurich)

2007

Swiss Federal Diploma in Graphic Design & founded **Werbeschlüssel.ch** (transl. advertisement key)

until now
agency freelancer &
self-employed



ABOUT ME

I appreciate an honest, direct, and quality-orientated collaborative environment. Due to my curious and open minded nature, I enjoy looking behind the scenes, and love to discover the worlds secrets. In the United States, I studied the science of coffee for one year, an art and skill I enjoy in my everyday life.

For me, design is the melting pot of soul and spirit, to express feelings in a sophisticated, rational way. This is why design is a passion that accompanied me my entire life - by creating a flavorful yet harmonic dish, by producing music sets with contrast between melodic and technoid, or by building my cabin (Rustico) in the south of Switzerland.

BRANDS I WORKED FOR:



ADVICO



AMMARKT



axel springer



BERNINA



CARL F. BUCHERER

CD-3D



Fritz Fränzi



Givaudan

graubünden

GREENPEACE

H_services

Handelszeitung

Helsana

helvetia



iSe

Julius Bär



KSP

LANCÔME

Landesmuseum Zürich.



Microsoft

MIGROS

MIGROSBANK



Namics.

NZZ



PUBLICIS

REDKEN
5TH AVENUE NYC

Scharfmacher
BRILLEN + KUNST . CH



TANZSCHULE
LÄDERACH

TERRE DES HOMMES

TM / AGENTUR FÜR KONZEPT, TEXT UND DESIGN



Universität St.Gallen



walker

walter
meier

erlebnis
westside
bern brünnen



Y&R

