

**Marcel Ströter**

Design, Art Direction, Animation

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**Hello, I'm Marcel. A versatile visual storyteller skilled in art direction, ideation, animation and creative problem solving.**

#### **Software**

Adobe Photoshop

Adobe Illustrator

Adobe XD

Adobe After Effects

Blender

Visual Studio Code

#### **Code**

HTML / CSS

JavaScript

GSAP

PHP

#### **Designer & Art Director @ Freelance**

2007 - Present

I work for brands, bands and organizations ranging from startups over small to mid-sized companies and creative agencies/studios. I support my clients mainly with art direction and development of digital experiences as well as producing snackables and motion graphic content for the Social Medias.

#### **Freelance Art Director @ Neat**

2019 - Present

Neat is a social media consulting studio based in Germany with a focus on startups and emerging brands like J.Clay, Snipes or The Magic 5. I assist with creative/art direction on ad campaigns as well as defining design guidelines for visual content. Sometimes throwing a line or two of copy text in the mix as well.

#### **Freelance Art Director, UX/UI Designer @ Koch Chemie**

2010 - 2019

Koch Chemie is a traditional car care brand from Germany. My initial work was focused on re-designing their website according to the newly launched re-branding of the company. In the following years I designed and developed interactive online experiences to establish their visual language and brand. I worked closely with the in-house marketing team as part of an external design unit.

**Freelance Art Director, Flash Designer @ DDB Tribal**

2011 - 2014

At DDB in Düsseldorf, Germany I focused on adapting layouts and storyboards to build animated digital campaign assets in Adobe Flash. I worked for clients like Henkel, Vodafone and REWE. I was also involved in working on the „Piano For Peace“ campaign for Steinberg which received a Cannes Cyber Lion in 2012.

**Freelance Art Director, Flash Designer @ Scholz & Friends**

2010

Together with a team from the Hamburg office we created a Cannes submission for their client Robinson Club. I was asked to aid in the project management for the technical development of the website as well as designing and building the frontend experience in Adobe Flash.

**Freelance Art Director, Flash Designer @ EURO RSCG**

2007 - 2008

In the Düsseldorf, Germany office, I supported the creative team by modifying layouts and storyboards to develop animated digital campaign assets using Adobe Flash. During my time there, I collaborated on projects for clients such as Sixt, Daimler Benz, and Citroën.

**Webdesigner @ GATWORKS**

2002 - 2006

Trainee and later Junior Webdesigner and Frontend Developer. During my time at the company I assisted in their visual re-branding and worked on several in-house projects developing promotional campaign ideas and layouts for landing pages.