Hi, I'm Marcel. An independent designer and artist skilled in ideation, art direction, 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 midsized 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.

Marcel Ströter
Designer & Visual Artist

mrclstrtr.com
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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.