

PAUL FRANKEN

CREATIVE DIRECTOR

Creative director with a background in art direction and a passion for user experience. Created and designed creative campaigns to fulfil complex briefings for a variety of big international clients, in B2B as well as B2C.

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Creative direction
Team leadership
Brand management
Quality control
Concepting
Storytelling
B2B & B2C campaigning
UI design
HTML & CSS
Motion design
User experience design
User research

Figma, Sketch
Blender
Adobe Creative Suite
Google Suite, Office 365
Miro, JIRA, Confluence

Fluent in Dutch, English and German. [Learning](#) Turkish, French and Mandarin.

[UI & UX Intensive course](#)
CareerFoundry, Berlin
2020 - 2021

Master & Bachelor
[China Studies](#)
Ghent University, Belgium
2011 - 2015

Bachelor
[Visual Communication](#)
Fontys Academy of Arts
2005 - 2009

MAY 2021 - AUG 2023

CREATIVE DIRECTOR, ODDITY, BERLIN

Designing and producing digital campaigns and communication assets in the b2b and b2c spheres.

[Defining and monitoring KPIs.](#)

Leading and directing a team of over 12 creatives.

[Directing external partners and partner agencies.](#)

Shaping and creating clients' communication and marketing strategies.

[Developing and maintaining relationship with existing and new clients at multinationals such as Bosch eBike, Bosch Motorsport and TRUMPF.](#)

Leading workshops to understand highly technical briefings and (digital and connected) products.

[Managing, mentoring and expanding the creative team.](#)

Supervising and improving business unit performance.

2019 - 2021

FREELANCE ART DIRECTOR, BERLIN

Designed and optimized a new online advertising system for e.on, reducing the costs required to create new ads by 70%

[Designed ad campaign assets for Google Chromebook and Shopify.](#)

2015 - 2019

SENIOR ART DIRECTOR, EDELMAN, BERLIN

Created and conceptualized ad campaign concepts.

[Participated in over 10 successful pitches for new accounts for a.o. Siemens, Grohe, AstraZeneca, AB InBev, Novartis, GSK, HP and Pfizer.](#)

Concepting and creating video storyboards.