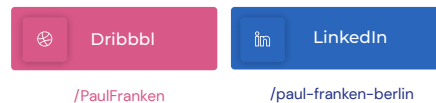


Paul Franken

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 the B2B as well as B2C spheres.

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Skalitzer Str. 4, 10999 Berlin



SKILLS

Creative direction
Leadership
Concepting
Storytelling
B2B & B2C campaigning
User research
Prototyping

TOOLS

Figma, Sketch
Blender
Adobe AE, PS, AI, InDesign
Google Suite, Office 365
Miro, JIRA, Confluence

EDUCATION

UI & UX Intensive course
CareerFoundry, Berlin
2020 - 2021

Master & Bachelor
Chinese Culture and Language
Ghent University, Belgium
Incl. psychology, sociology
2011 - 2015

Bachelor
Visual Communication
Fontys Academy of Arts
2005 - 2009

LANGUAGES

Dutch (Fluent), English (Fluent)
German (Fluent)
Mandarin, Turkish (Medium)

Creative director, oddity, Berlin

May 2021 – August 2023

- Designing and producing digital campaigns and communication assets in the b2b and b2c spheres.
- Leading a team of over 12 creatives, external partners and partner agencies.
- Developing and maintaining relationship with existing and new clients at international companies such as Bosch eBike, Bosch Motorsport and TRUMPF.
- Leading workshops to understand highly technical briefings and products.
- Managing, mentoring and expanding the creative team.
- Supervising and improving business unit performance.

Freelance art director, Berlin

Sept 2019 – May 2021

- Designed and optimized a new online advertising system for e.on, reducing the costs required to create new ads by 70%
- Designed and worked on ad campaign assets for Google Chromebook and Shopify.

Senior art director, Edelman, Berlin

Oct 2015 – 2019

- Created and concepted ad campaign concepts.
- Participated in over 10 successful pitches for new accounts for a.o. Siemens, Grohe, AstraZeneca, AB InBev, Novartis, GSK, HP, Pfizer and Barilla.
- Concepting and creating video storyboards.
- Creative lead on the GROHE social account (paid and organic), increasing follower count by 400%.