

# Heiko Winter, a German Design Director based in London specialising in product design & motion.

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## CONTACT

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## PROFILE

Guten Tag!

I'm Heiko Winter – a German multidisciplinary Design Director, Art Director and Motion Graphics Artist based in London.

My work is primarily digital and interactive, but I'm passionate about design in every medium.

I have 12 years experience of creating innovative, entertaining and meaningful design-led experiences through working with a multitude of international agencies and global brands. Google, Skype, Spotify, Nike, PlayStation, BMW, to name a few. And in doing so it's been a pleasure to learn from some incredibly inspiring and talented people along the way.

Outside of working hours I make music videos, design little animations, expand my photography skills and grow my ever expanding pile of personal doodles.

I'm always looking for new design challenges where I can push my boundaries and create new, inventive designs, animations and illustrations that have that extra bit of magic.

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## EXPERIENCE

10 | 2017 – present

IDEO London, United Kingdom  
Freelance Interaction Designer

08 | 2017 – 09 | 2017

Nexus Studios London, United Kingdom  
Freelance Design Director

11 | 2015 – 08 | 2017

AnalogFolk London, United Kingdom  
Design Director

As Design Director I have grown and led a 15 strong team of multi disciplined designers. As well as inspiring and mentoring the team I have had agency wide responsibility for leading the creative design output and promoting the importance on quality design in every aspect of agency life.

Key responsibilities:

- Recruitment for the the design team; writing job specifications, reviewing portfolios and CVs and interviewing all design candidates.
- Casting of team members against resource requirements.
- Defining and implementing the design stack, vision and best practices.
- Providing estimates, design specifications and internal design briefs.
- Sourcing third party and specialist partners for design led outputs; ie illustrators, animators, motion designers, film editors.

EXPERIENCE

- Advising non-design account leads on how best to sell in design work streams both internally and to clients.
- Design lead on pitches and live projects, and being the design point of contact with client stakeholders.
- Line management of design team members; defining objectives, goals and facilitating annual reviews.
- Mentoring junior team members, facilitating internal creative and design meet ups to give all team members the chance to talk about and showcase designs, and held weekly design classes in Cinema 4D, After Effects and Prototype software outside office hours.
- Design lead on account planning for existing accounts.

**Agency initiatives:**

- Introduced and coordinated a weekly design breakfast to share industry wide knowledge. We invited guest speakers to share their inspiration and knowledge to the design and creative teams.
- Created and managed an Instagram profile for our design department to share with the what we create and do outside of paid for work.
- Worked with the department on internal projects, such as an advent calendar where each designer designed a digital advent number, and the AnalogFolk beer project where each designer created their own bottle label.

**Clients:**

Nike, Booking.com, PlayStation, BT, Dyson, Dove, Sainsbury's, Plymouth Gin, Costa Coffee, Lucozade, Marmite, Akzo Nobel, PG Tips, Toni & Guy, V05.

01 | 2015 – 11 | 2015

**B-Reel London, United Kingdom**  
Art Director

As hands-on Art Director at B-Reel I worked across all accounts with the London team, helping pitch for new business and working in collaboration with other offices within the B-Reel family such as Stockholm & Berlin.

06 | 2013 – 12 | 2014

**Freelance Senior Digital Designer & Motion Designer**

I worked for a variety of digital and creative agencies in London and Germany, such as Microsoft Skype, AKQA, Razorfish, DigitaL Bi and OgilvyOne.

01 | 2011 – 05 | 2013

**Agency Republic London, United Kingdom**  
Digital Designer / Motion Designer

09 | 2010 – 12 | 2010

**Freelance Digital Designer & Motion Designer, Germany**

I worked for a variety of digital and creative agencies such as Grey Düsseldorf, 10SecondBurn Düsseldorf, BlueMars Frankfurt and HKS13 Frankfurt.

03 | 2009 – 10 | 2009

**Saatchi & Saatchi London, United Kingdom**  
Digital Designer / Motion Designer – Design Department

02 | 2007 – 09 | 2008

**Saatchi & Saatchi Interactive Frankfurt, Germany**  
Screen Designer / Junior Art Director

10 | 2005 – 02 | 2007

**Hoffmann Schalt Advertising Agency Frankfurt, Germany**  
Intern / Junior Art Director

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EDUCATION

- 09 | 2005 – 07 | 2010      **Rhein Main University of applied science Wiesbaden, Germany**  
Diplom Designer – ( Equivalent to Masters Degree )  
Communicationdesign – focused on digital media & motion graphics
- 09 | 2008 – 03 | 2009      **University of the Arts London, College of Communication**  
Study abroad program with scholarship for graphic design
- 06 | 2001 – 06 | 2004      **August Bebel School of Media and Design Frankfurt, Germany**  
Abitur ( Equivalent to A-Levels ) certification for creative activity

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REFERENCES

Contact details on request:

**AnalogFolk London**  
Managing Director  
Ete Davies

**Skyscanner**  
Global Head of Design  
Steve Buzz Pearce

**Unit 9**  
Creative Director  
Sean Pruen