

RESUME

- 2017 — 2017-today *bjnk - digital experience design*  
*independent personal services*
- 2017 — 2017-2001 *Interbrand (formerly known as Interbrand Zintzmeyer & Lux)*  
2011-2017: *Director Digital Branding*  
2008-2011: *Senior Designer Interactive*  
2004-2008: *Professional Designer Interactive*  
2001-2004: *Junior Designer Interactive*
- 2001 — 1999-2001 *2be - die Markenmacher (formerly known as 2be Multimediagroup GbR)*  
Position: *Geschäftsführender Gesellschafter*
- 2001 — 1996-2001 *Graduated from the University of Applied Sciences Georg-Simon-Ohm Nürnberg*  
Course: *communication design*  
Degree: *Diplom Designer FH. Multimedia- und Produktdesign*
- 1995 — 1994-1995 *Civil service at the nursing home Dreycedern in Erlangen*
- 1994 — 1985-1994 *Education II: Emmy-Noether Gymnasium in Erlangen*  
Degree: *Abitur [Physics, Arts]*
- 1985 — 1980-1985 *Education I: Sandbergschule Erlangen*
- 1975 — 1975 *Februar 18. born in Erlangen*

TOPIC  
02 / 06

LANGUAGE SKILLS & EDV KNOWLEDGE

Language skills

**German**

*Native language  
Excellent knowledge  
(spoken and written)*

**English**

*Business fluent  
Very good knowledge  
(spoken and written)*

**French**

*Basic knowledge  
(spoken and written)*

Coding

**SAML, Java Script, HTML**

*Basic knowledge*

**Action-Script, Lingo, Expressions, Coffee, Apple Scripting**

*Good knowledge*

EDV- and Software

**Operating System**

*Mac OS, Windows, Android*

**Office & Organisation**

*Microsoft Office, iWorks,  
Google Docs*

**Graficdesign, Webdesign, Prototyping/User Interface Design**

*Adobe Creative Suite, Axure,  
Sketch, Google Creative*

**Motion-Design**

*Adobe Creative Suite, Final Cut,  
Avid*

**3D Modelling**

*Cinema4D, Rhino*

**Audio**

*Cubase, ProLogic,  
Garageband*

OTHER BUSINESS EXPERIENCE

Academic work

- 2001-2000 **Referent an der Macromedia Akademie für neue Medien:**  
Animation, Postproduktion, Videoschnitt, Webdesign und Webseiten-Programmierung
- 2000 Entwicklung einer virtuellen Lehr- und Lernumgebung  
Projekt: [www.virtuohm.de](http://www.virtuohm.de)
- 2001-1998 **Hilfswissenschaftlicher Assistent an der Georg-Simon-Ohm Fachhochschule Nürnberg.** Aufbau und Betreuung des DTP- und Multimedialabors, Systemadministration und Studentenbegleitung. Leitung durch Prof. Dr. Hopf, Prof. Dr. Brünig, und Prof. Ebert.

Jury and publication

- 2012 **Selection 2012**  
Link [<http://tiny.cc/selection-12>]
- 2013 **IQ 2013, The digital issue**  
Link [<http://tiny.cc/iq-digital>]
- 2010 **Judge of the Lovie Awards & Member of IAAD**  
(International Academy of Digital Arts)

Self-employed work

- 2001 Freelancer at **RPF** (Nürnberg)
- 2001-2000 Freelancer at **Audi AG** (Ingolstadt)
- 2001-2000 Freelancer at **Publicis Eventraum** (Erlangen)
- 2000-1998 Freelancer at **Project DNA** (Nürnberg)
- 1997 Freelancer at **Neuland** (Nürnberg)
- 1997-1996 Freelancer at **Publicis MCD** (Erlangen)
- 1996 Internship at **Publicis MCD** (Erlangen)

Volunteer work

- 2012 Volunteer work for **MD Analysis**  
Link [[mdanalysis.org](http://mdanalysis.org)]
- 2010 Volunteer work for **Sozialtreff Erlangen**  
Link [[sozialtreff-erlangen.de](http://sozialtreff-erlangen.de)]

## AWARDS

2016	<p>2016 IF Design Award LATAM</p> <p>2016 REBRAND 100® Global Awards Givaudan, JIO, Iberia</p>	2011	<p>2011 Corporate Design Preis Actelion, Fürstenberg</p> <p>2011 Red Dot Actelion, Fürstenberg</p> <p>2011 IF Communication Design Husqvarna</p>
2015	<p>2015 Cannes Lions Sydney Opera House</p> <p>2015 Red Dot Givaudan</p> <p>2015 German Design Award Flughafen München</p>	2010	<p>2010 Red Dot Rolls-Royce, "Kennen Sie Dürer?" Multi-media-Installation</p>
2014	<p>2014 Cannes Lions Mandela „Paper Prison“</p> <p>2014 German Design Award Fürstenberg, ZWAH School of Management and Law, Deutsche Telekom, Spiriant (LSG SkyChefs)</p>	2009	<p>2009 DDC Gute Gestaltung congstar</p> <p>2009 Corporate Design Preis Schindler AG</p> <p>2009 Reta Award Telekom Shop, Deutsche Telekom</p> <p>2009 IF Design Award Walter AG, Schindler AG, Troika Dialog, Deutsche Telekom</p> <p>Corporate Fashion</p>
2013	<p>2013 Corporate Design Preis Deutsche Telekom</p> <p>2013 Red Dot Mahou, Deutsche Telekom</p> <p>2013 REBRAND 100® Global Awards NYSE Euronext</p> <p>2013 Queb-Awards Evonik</p>	2008	<p>2008 Corporate Design Preis Lucerne Festival</p>
2012	<p>2012 iF Gold Award Fürstenberg</p> <p>2012 IF Design Award Deutsche Telekom „BrandDriven Change“</p> <p>2012 German Design Award Rolls-Royce, Husqvarna, "Kennen Sie Dürer?"</p> <p>2012 REBRAND 100® Global Awards Actelion, Fürstenberg</p>	2006	<p>2006 Corporate Design Preis LANXESS AG</p>
		2004	<p>2004 IF Design Award t-info, Audi - ganz persönlich</p>
		2003	<p>2003 Red Dot T-Com Small Business Portal</p>
		2000	<p>2000 Deutsches Studentenwerk Students of the future</p>
		1996	<p>1999 ASK transfer 2000 Listen to hear</p>

## REFERENCES

## Clients

**ABB, Actellion**, AT&T, Airbus, Allianz, Altana, Audi AG, AMB Generali, Art|Basel, AT&T, **Avectris**, BASF, Bayer, BBC, Berge & Meer, BLB, BMW Group, BMW, **Borealis**, Happy Digits, CBS, Chempark/Currenta, Credit Suisse, **DER Touristik**, Deutsche Digitale Bibliothek, Deutsche Leasing, Deutsche Post DHL, **Deutsche Telekom** (T-Com, T-Mobile, T-Online, T-Systems), **DSGV/Sparkasse**, Électricité de France, Evonik, FC Bayern München, FH Leipzig, FIFA, Fraport, **Flughafen München**, **Fortis**, Fürstenberg, Gebr. Heinemann, **Givaudan**, Graubünden, Haribo, HLX, Host Europe, Hravatski Telekom, Huawei, Iberia, Implenia, Jio, John Deere, Koelnmesse, **Lanxess**, LBBW, LLB, LSG Sky Chefs, Lucerne Festival, Mahou, MAN, Maxit, Mini, Museumsinsel Berlin, **MV Agusta**, Olympus Medical Systems, **OMV**, Pay@Match, Philipps, Randstadt, Roche, Rolls-Royce, RUF Reisen, Salamander, **Sandvik**, **SAP**, **Schindler**, **SHV Energy**, **SIKA**, SNB, Spiriant, Thai Airways, Thyssen Krupp, Trojka, TUI, Vivento, VTB Bank, Walter AG, World Peace Festival, Yingli

## Reference contacts

DER TOURISTIK

**Lars Bolle**

Vice President Brandmanagement  
lars.bolle@dertouristik.com

ABB

**Maria J. Jobin (former ABB)**

Global Director Branding  
maria.jobin@novartis.com

GOOGLE

**Cassidy Morgan**

Global Director Brand Strategy  
cassidy.morgan@gmail.com

MARKENFILM

**Heinrich Reinacher**

Managing Director  
heinrich.reinacher@markenfilm.ch

DEUTSCHE POST / DHL

**Martin Knapp**

Senior Manager Brand Strategy  
martin.knapp@dpdhl.com

DEUTSCHE TELEKOM

**Christine Zobel**

Brand Manager  
christine.zobel@telekom.de

INTERBRAND

**Andy Payne**

Global Chief Creative Director  
andy.payne@interbrand.com

## PROFIL

## Christian Beckstein

*User-centric design, based on real-world experiences and perfect crafted digital experiences, are the core driver of my business motivation.*

*I am offering my experience as consultant and designer for user experience design, user interface design, digital experience branding since 2017. Before that, i had the chance to manage the Central & Eastern Europe branch of Digital Branding Departement. As Director Digital Branding and as part of the CEE Leadership Team i was reporting directly to the CEO.*

## Design focus

*UX & Interface Design, Motion/Broadcast Design, Design Evaluation & UX-Testing, Brand-Governance (Engagement, Training, Guidelines)*

## Strategy focus

*Digital based Brand Management & Tools, Content-Lifecycle Management, Service Design Thinking & Training*



## My offer:

- *extensive experience with brand-management and communication*
- *love for details in creation and management of digital media*
- *enthusiasm for handcraft performance*
- *a creative analytic mindset, suited for finding pragmatic solutions in the daily business*

## My requirements:

- *a sustainable employer*
- *a challenging business task and corresponding payment*
- *a competent team in which and with which working is fun*
- *an enterprise that perceives digital transformation as chance for success*
- *sustainable career opportunities*