



VANESSA MARINA HERTIG

• creative direction •

ABOUT ME

Master in brand strategy when blending strong conceptual thinking with excellent craft skills to create brilliant ideas. Experienced in taking on complex problems and designing elegant, simple solutions that surprise and delight users with the ability to lead design projects from concept to completion and supervise as well as develop employees. Patient, positive, and ego-free - ready to work within strict corporate guidelines to create compelling, on-brand communications. I am adding a skill enhancement with my master's studies in design management & design thinking completed 11/2021. Leading and building, as well as restructuring teams with up to > 30 employees no matter if starting from scratch for short-term projects or desired long-term company goals.

EXPERIENCE

Today - **Head of Design, HSE Home Shopping Europe (full-time, onsite)**

01.2023 I'm responsible for planning and executing 360° content strategies at the territory level to drive commercial excellence, audience growth and revenue, contributing ideas for > 270 campaigns, product launches, and in-house brands yearly. While leading two departments (design & set design) with > 30 employees.

- Taking ownership of the entirety of HSE's external communications channels and the audiences orbiting HSE's online and offline presence. This includes their webshop, mobile App, newsletters, social media graphics, 180° LED TV-Content including their set design with the whole range of interior and visual merchandising materials
- Working in close alignment with the HSE Creators (e.g. Judith Williams, Thomas Rath) and PR team to create and activate outstanding collaborations and co-designed collections within a product range of beauty, fashion, interior, lifestyle, jewelry
- Managing, monitoring, and reporting the design budget to the executive board as well as providing advice and support on all relevant design areas such as trend presentations across other departments
- Planning and recruiting the next talents and leaders in the field "creation, design & production" while being a role model for consistently demonstrating core values, mentor developing talent, set a high bar for creative excellence, contribute to a creative culture that people want to join
- While leading a core of visual designers, graphic designers, motion experts (2D&3D), art directors, visual merchandising specialists and interior designer, I'm also responsible for the management of two external design agencies

12.2022 - **Creative Team Lead, HSE Home Shopping Europe (full-time, onsite)**

06.2022 As the Creative Team Lead, I was responsible for providing a creative vision not just for the design team but the whole organization. By establishing processes and practices for realizing that vision while setting the bar for quality and safeguarding the HSE CI.

- Leading a team of 9 people and being their brand strategist and lead designer for the section of visual design, graphic design, motion design & art direction on air, set, E-Com, TV & App

- Identifying how HSE is positioned and perceived in the market and using this as a starting point to spearhead the development and implementation of a sustainable brand concept involving the relevant stakeholders
- Leading, managing, and mentoring the internal design team as well as external design resources - and collaborating closely with stakeholders like content marketers, employer branding, product design teams
- Being an advocate for consistent and cohesive brand design throughout the company
- Oversee daily the design development or briefing required for any brand or other artwork to specifications as needed ensuring being always on time and on budget
- Supervising artwork for purposes such as the HSE website, social media accounts, sales initiatives, APP, POS, or studio productions
- Reporting directly to Head of Creation & CEO

12.2022 - Creative Director, in-motion GmbH BMW Partner (freelance, remote)

04.2022 As the Creative Director – Brand, Experience & Digital Design, my focus was set on building a holistic and outstanding brand core for the in-motion GmbH, in-motion Academy & in-motion WiB in order to clearly demonstrate competitive advantage within the automotive and project management sector.

- Ensuring user-centricity and design integration as a strategic success factor
- Ensuring integrated design work across all essential touchpoints (digital, online, print) in national as well as international environments for the house of brands
- Developing the brand further but safeguarding a unique and harmonic appearance that becomes a differentiating factor for the business
- Translating the CI in all kinds of visual communications and taking the lead in projects, and strategies in the area of design and marketing
- Driving high-level concepting, tactical ideation, and lead design as well as copywriting for a wide range of marketing outputs
- Coaching the crew members and creating an efficient environment for them to learn and grow, watching out for industry trends and their integration
- Cross-brand responsibility: Expanding and maintaining the brand in-motion while creating a new CI for the subbrand "WiB"
- Developing marketing strategies & campaigns closely with MB, Sales, HR, and CSM teams while forging strong client relationships and establishing client trust
- Tracking KPIs, reporting directly to the MB, and supervising marketing/design budget
- Fulltime position from April til June 2022. Freelance from June 2022.

Today - Art Director & Visual Designer, Vanhertig Design Solutions (freelance)

08.2018

- Development of pitch concepts for marketing campaigns and brand strategies
- Creation of marketing material for digital and offline channels
- Bringing communicative vision to reality and designing brand guidelines including typography, layout, illustration, iconography systems, etc.
- Ideation of visual concepts, themes, directions including strategies for design workshops and ideation sessions
- A deep understanding of human-centered/design thinking practices and how to leverage product design to solve complex business problems
- Having set up a strong network of external agencies/freelancers to complete larger projects within deadlines and budget
- Featured clients: HANRO, Diesel, BMW, Mime et moi, Konstantin Film etc.

03.2022 - Design Leadership Advanced Training, Future London Academy (remote)

01.2022

- "The building blocks for product teams" - discussing team-building and learning to apply strategies interdisciplinary with Global Design Director M. Hexemer & Managing Director M. Maleh, Technology
- "Mentorships: The symbiotic relationship between mentor/mentee in a creative industry" - exchanging experiences within this extended collective with Managing Director C. Falzano, Conran Design Group
- "How to engage stakeholders" - learning how to build outstanding client relationships with Research Director C. Amos-Edkins, intO
- "Relationships & Partnerships" panel discussion and presentation with Founder C. Lumsden, Lumsden Design
- "Leading the way" panel discussion and presentation including future trends in the world of Sonic Branding with R. Williamson, Massive Music

03.2021 - Visual Design Project, BMW Designworks Munich (remote)

10.2020

- Focusing on creating a probable world for the "future of work 2022"
- Designing a digital application supporting a holistic workplace ecosystem for the employees
- Delivering frequent client presentations & conducting internal workshops
- Sketching, iterating, and user-testing the prototypes within the international team
- Successful development of an internal service "Fluke" to foster serendipity in the hybrid workplace implemented with Adobe CC, Sketch, InVision & Mockingbird

08.2020 - Visual Design Project, Knorr-Bremse Munich (remote)

03.2020

- Pitch: How can employee wellbeing programs be leveraged to drive employee engagement in terms of SDGs in the workplace?
- Researching competitor's best sustainable practices and applications
- Analyzing the target group with internal and external workshops implemented with MURAL
- Translation into wireframes and mockups identifying appearing design problems
- Successful development of the sustainable application "WellBe" for the company's internal use

02.2020 - Art Director & Designer Junior, Mime et moi Munich (on-site)

03.2019

- Rebranding and launching of the online shop under strict deadline and style guide (CI)
- Designing seasonal landing pages and their implementation with Shopware
- The conception of campaigns, mood boards, color boards, and shootings
- Creation of social media content and PR relevant presentations with Adobe CC
- Graphic implementation of all advertising media for the offline and online print sector
- Presentation of creative processes internally (head of brand) & externally (customers)
- Management of the design process for the entire product range
- Successfully designed 60 shoe models for the international market
- Coaching and onboarding the trainees of the creative team
- Visiting trend seminars, fairs and frequent online seminars powered by WGSN
- Close co-working with production & manufacturing (Alicante ES)
- Sketching and implementing the design for the first showroom

02.2019 - PR & Design Associate, Mime et moi Munich (on-site)

11.2018

- Implementation and building PR relevant content with Adobe CC
- Developing and playing Instagram Ads and content for the Facebook AD Manager
- Participating and contributing to ideation sessions especially with the external PR agencies
- Enhancing design concepts, infographics, image creation, and typesetting
- Assisting in Skype interviews for the creative team
- Supporting conceptualization, realization, and adaptation of the internal design processes
- Analyzing trends for target group-oriented shoe collections

06.2018 - Costume Designer, Filmproduction Ausdruck macht Eindruck Munich (on-site)

11.2017

- Director: A. Hildebrand & K. Vielemeyer. Category: Historical short film
- Reinterpreting the main character "Mata Hari" and its design concept
- Translating into Moodboards for costume, hair styling, and make-up
- Sketching and researching for supporting actors (local at the costume fundus)
- Supporting modifications and designing patterns for the costumes
- Supervision of the costume makers, makeup artists, and hairstylists at shooting site/film set

08.2017 - Design Internship, Lille Mus Munich (on-site)

03.2017

- The conception of women's bags through key silhouettes, materials, and hardware
- Preparing seasonal mood boards, concept boards, research, and color proposals
- Working closely with merchandising and product development
- Preparing and presenting concepts and collection to the Creative Director
- Supporting the design for a new product range concerning men's bags
- Researching current design trends and attending fairs including sales events

03.2018 - Commercial Clerk, RoVa UG Vertragsverhandlungen Munich (on-site)

09.2016

- Bookings and coordination of organizational and administrative activities
- Preparation of presentations with MS-Office (PP, Word, Excel)
- Briefings, pitches, and handlings of direct client contact
- Documentation of meetings and analysis of turnovers
- Optimizing existing processes and implementing cost-saving - profit-driving opportunities
- Research on market developments and analysis for the commodity industry
- Assistance at business trips (EU countries)

EDUCATION

03.2020 - 11.2021 • Macromedia University Munich
Design Management & Design Thinking M.A. (Grade: 1.2)

04.2015 - 09.2018 • Media Design University Munich
Fashion Design B.A. (Grade: 1.6)

04.2014 - 09.2014 • Fashion Design School Zurich
Visualizations and sketching design classes

EDUCATION

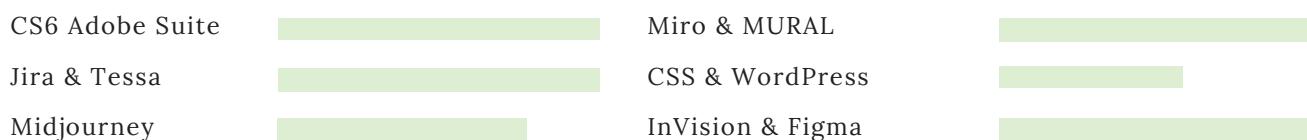
09.2013 - 03.2014 • Höss sewing machines Wahlwies
Completion sewing classes beginner & advanced

09.2003 - 07.2013 • Ellenrieder Gymnasium Constance
A-Levels

ADDITIONAL WORK EXPERIENCE

Costume Designer (non-profit) for stage outfit. Magician L. Brandl – Munich Germany 08./09.2018
Styling and assisting at Vogue Russia – Photographer: S. Iemilski – Munich Germany 08.2018
Design Project and contest at BMW Headquarters – Munich Germany 02./03.2018
Exhibition of own acrylic artworks at Hello agency – Munich Germany 12.2016
Exhibition of own collection “Self-identity” at Clarins Spa – Munich Germany 10./11.2016
Show Assistant at Mercedes Benz Fashion Week - Berlin Germany 01.2016
Design Project for sewing Bags at Diesel GmbH – Munich Germany 06.2015
Model and Sales Assistant at Abercrombie & Fitch – Munich Germany 03./04.2015
Internship at the psychiatric clinic – Singen Germany 04.2011
Internship Sales Management at Marcegaglia – Gazoldo Italy 03./04.2010
Internship at Graphic & Design Studio – Rhodes Greece 08.2010

SKILLS



LANGUAGE

- German (mother tongue)
- English (C2)
- French (B2)
- Qualification in Latin
- Spanish (A1)
- Italian (A1)
- Greek (Beginner)

INTERESTS

Calligraphy, Acrylic Painting, Interior Decorating, Dog Training, Archery, Sailing and Old-timers.

Munich, 30.07.2023

