

# LENNART ENGELMANN

## Senior Designer & Design Strategist

hello@lennartengelmann.de  
+49 1577 90 81 625  
→ [Portfolio](#)

### WORK EXPERIENCE

#### Martin et Karczinski, Munich

Oct 2016 – today

##### Design Strategist since Feb 2020

- Realization of brand positioning workshop for Bernd Gruber.
- Conception and presentation design for successful proposal for a community platform for ADAC in the course of Corona crisis.
- Conception, workshop preparation and moderation for digital brand emotionalization for A<sup>4</sup> cosmetics.

##### Senior Designer since Oct 2019

- Leading design role in a team of +5 for 360° brand campaign for Silhouette.
- Leading conception, planning and production of Occhio's 20-year anniversary. Including a pop-up exhibition and a 300 page coffee table book.
- Leading conception, production and design of Occhio's 360° content (video/image) campaign, becoming the most-requested campaign by distribution partners.

##### Designer Jul 2018 – Sep 2019

- Conception, planning and art direction for seven figure 360° brand campaign for Occhio. Positioning Occhio in the luxury segment increasing sales significantly.
- Corporate design work for ZEISS.

##### Junior Designer Jun 2017 – Jun 2018

- Communication design of exhibition booth for Occhio.
- Design and prototyping of digital sales app for Occhio.

##### Trainee Oct 2016 – May 2017

- Graphic design for Lufthansa and Nürnberger Versicherung in the course of a 6-month traineeship.

#### The Studio, Stockholm

Jul – Nov 2015

##### Design Intern

- Graphic design for Galderma and H&M.
- Packaging design for Verso Skincare and Charitea/Lemonaid.

#### Bedow, Stockholm

Apr – Jul 2015

##### Design Intern

- Corporate design for Momento Film.
- Graphic design for Dohop and IFK Göteborg.

### EDUCATION

#### Hochschule RheinMain, Wiesbaden

Oct 2012 – Jun 2016

##### Communication Design (BA)

General design studies with modules in film, corporate and editorial design, typography and web design basics. ø 1,6 (Thesis: 1,0)

### PROFILE

For the last four years I worked for the brand design and consultancy agency Martin et Karczinski in Munich, engaging in a highly creative environment, producing content and design strategic work for numerous high profile brands such as Occhio, Silhouette, Lufthansa and ZEISS. Having a personal affinity to Scandinavian aesthetics, I developed my holistic design-driven approach that soon was complemented by strategic aspirations. Through a wide experience in all fields of digital and analogue brand communication I am used to meeting challenging timelines and leading my own design team from conception to execution and implementation.

### STRENGTHS

I consider myself a curious and creative thinker with an eye for detail, a strategic approach and pragmatic hands-on mentality. I am ambitious and purely enjoy creating impactful ideas with a great team.

### SKILLS

Design & Presentation: Photoshop, Illustrator, InDesign, Keynote, Powerpoint, Sketch, Glyphs  
Prototyping: Invision, Principle, Zeplin, HTML/CSS  
Motion: After Effects, Premiere Pro

### LANGUAGES

German (native)  
English (fluent)  
French and Spanish (basics)

### AWARDS

European Design Award silver 2016, Red Dot Award 2017, iF Design Award 2018, German Brand Award 2018, German Design Award 2019 2020, Annual Multimedia Award 2020 Gold

selected clients:

GAGGENAU

H&M

Lufthansa

Occhio

Mercedes Benz

VERSO  
SKINCARE  
STOCKHOLM

ZEISS