

PATRICK NEUSCHÄFER

SENIOR DESIGN LEAD / ART DIRECTOR

📍 Neuss, Germany | patrickneuschaefer@gmail.com | +49 163 4867 135
LinkedIn | [Read More](#) Portfolio |  [WUNDERATELIER.com](https://www.wunderatelier.com)



CORE COMPETENCIES










Creative Leadership

Brand Strategy
Creative Direction
Team Management & Mentorship
Client Relations
Project Management

Design Expertise

Brand Development
Art Direction
Point of Sale (POS) Design
Concept Development
Digital & Print Excellence
Multi-Channel B2B & B2C Campaigns
AI Prompting & Generative Design

Technical Skills

 - Illustrator
 - Indesign
 - Photoshop
 - Windows
 - Figma
 - ChatGPT
 - Midjourney
 - Gemini -Nano Banan Pro
 - Firefly

Languages

German | English

EDUCATION

**Bachelor of Arts (B.A.)
in Multimedia-Design | 2007-2011**
American University of Sharjah,
UAE - United Arab Emirates
Academic Honors - **Cum laude**

**High School Diploma - As-Level
IGCSE | 1998-2007**
Cambridge High School Dubai,
UAE - United Arab Emirates

TESTIMONIALS

Marketing Directors | CEOs | Clients |
Colleagues | Professors

[Read more on my LinkedIn profile -
Click here](#)

ABOUT ME

With over 15 years of international experience, I am a multidisciplinary Senior Design Lead & Art Director specializing in global brand development across FMCG, Beauty Tech, and Sexual Wellness. I leverage AI as a core component of my creative process to drive highly efficient visual concept development, allowing for rapid iteration and elevated design execution. I am passionate about building high-performing cultures where strategic vision and cutting-edge innovation intersect to create high-impact brand identities.

WORK EXPERIENCE

BRAND DESIGN LEAD & TEAMLEAD | **DEZ 2023 - TODAY**

Triple A Internetshops GmbH – www.geske.com

- **Brand Stewardship:** Served as Design Lead, ensuring a cohesive and premium global brand identity across all platforms.
- **CI Evolution:** Directed the further development of the Corporate Identity (CI) and oversaw the delivery of high-end brand assets for international retail partners.
- **Multi-Channel Leadership:** Orchestrated creative direction for B2B trade fairs, e-commerce campaigns, POS concepts, and marketing collateral, including Amazon A+ content and dedicated brand pages.
- **Hybrid Retail Concepts:** Led the design strategy for a "DUO Store" concept, successfully merging two distinct brands (Sexual Wellness and Beauty Tech) into a unified retail experience.
- **European Rollout:** Managed the large-scale rollout of all graphic assets for retail locations across Europe, ensuring high-standard quality control and POS excellence.
- **Brand Consistency:** Guaranteed seamless visual consistency between brands across every physical and digital touchpoint.
- **AI-Driven Production:** Leveraged generative AI for high-efficiency image production, including realistic product integration and AI model generation in lifelike environments for digital marketing and advertising.

SENIOR ART DIRECTOR & TEAMLEAD | **OCT 2020 - DEC 2023**

Triple A Internetshops GmbH | Brands: Satisfyer.com / GESKE.com

- **Brand Transformation:** Led the evolution of the Satisfyer brand into a modern, vibrant identity, significantly elevating its market positioning.
- **Campaign Execution:** Orchestrated the rollout of global B2B and B2C campaigns in close collaboration with the multidisciplinary design team.
- **Creative Art Direction:** Provided end-to-end creative direction for marketing assets, international trade fairs, B2B catalogs, and POS concepts across digital and offline channels.
- **Strategic Appointment:** Appointed as the primary Senior Art Director in 2021 to spearhead the launch of the new beauty tech brand, GESKE.
- **Brand Governance:** Developed comprehensive brand guidelines from the ground up to ensure long-term visual consistency and scalability.



SENIOR ART DIRECTOR | NOV 2019 - OCT 2020

Engelmann & Kryschak Design Agency – Düsseldorf
www.engelmann-kryschak.de

- **Creative Concepting:** Developed innovative creative concepts for B2B clients, with a specialized focus on Employer Branding and traditional brand communications.
- **Art Direction & Campaigning:** Held full responsibility for art direction, offline design, and the execution of integrated B2B and B2C advertising campaigns.
- **Branding & Web Design:** Spearheaded the creation of comprehensive branding identities, conceptual drafts, and diverse web design projects.
- **Mentorship & Leadership:** Dedicated to the training and supervision of junior designers and interns, fostering a collaborative and growth-oriented team environment.
- **Key Account Management:** Directly managed and delivered creative solutions for major international clients, including DB Schenker (global logistics) and Vestolit (PVC market leader).

SENIOR ART DIRECTOR & TEAMLEAD | 2013 - 2019

Elephant Design Studio – Dubai, UAE (United Arab Emirates) (www.itselephant.com)

- **Strategic Growth:** Joined in 2013 as a Senior Designer to drive the agency's creative evolution and contribute to its overall market growth.
- **Creative Partnership:** Supported the Creative Director in elevating design standards and conceptual directions, delivering a higher level of creative excellence to clients.
- **Organizational Impact:** Strengthened the design team through expert concept development, becoming a core pillar of the company's creative operations.
- **Leadership Promotion:** Appointed Senior Art Director and Team Lead in 2015, overseeing a multidisciplinary team of 10 designers.
- **Departmental Development:** Enhanced the agency's competitiveness by providing strategic creative feedback and fostering the technical skill sets of team members.
- **End-to-End Project Management:** Successfully spearheaded large-scale print and digital projects from inception to completion across the UAE and Oman markets.
- **Cross-Industry Consultancy:** Provided expert creative solutions for a diverse range of sectors, including Government, F&B, Hospitality, Real Estate, Technology, Logistics, FMCG, and Fashion.

JUNIOR GRAFIC DESIGNER | 2011 - 2013

Promedia Advertising Agency – Dubai, UAE

- **Multidisciplinary Design:** Crafted concepts, marketing collateral, and campaigns for clients in Retail, Hospitality, Logistics, Real Estate, and Banking.
- **Brand Governance:** Led branding initiatives, including guidelines, web design, and social media assets.
- **Pitch & Execution:** Supported high-stakes pitches and design presentations through to final creative implementation.
- **Integrated Campaigns:** Executed 360° offline and digital campaigns, focused on elevating brand aesthetics and technical design standards.

DESIGN INTERNSHIP

LANDOR ASSOCIATES | July 2010

Dubai, UAE

- **Brand Strategy:** Completed an internship at a leading brand strategy agency, focusing on conceptual thinking and strategic branding frameworks.
- **Award-Nominated Motion Design:** Mentored by a Senior Designer to produce an animated short film for the Dubai Public Library, submitted for the internal Landor T&T Award program.
- **Identity Development:** Mastered industry-standard methodologies for brand identity development and supported the creative team on high-level design projects.

BRASH BRANDS | June 2010

Dubai, UAE

- **Identity Design:** Developed animated brand identities and wordmarks under the mentorship of a Senior Designer.
- **Key Projects:** Contributed to branding for high-profile clients including Saadiyat Island, SAVOLA Group, and Al Jazeera Football Club.
- **Brand Strategy:** Created visual mapping and look-and-feel frameworks to ensure consistent brand communication.