

FLORIAN DENGLER

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WORK

Florian Dengler

Self-employed
since August 2013

MetaDesign Berlin

Head of Corporate- and Communication Design
Executive Creative Director
2004 - July 2013

As head of the corporate- and communication design team, I was responsible for more than 50 designers in the Berlin office. Together with the executive board I was developing the overall creative strategy for Germany's leading branding agency, structuring and building new areas of our expertise as well as working actively on selected key clients.

As Executive Creative Director, I was connecting our offices in San Francisco, Zurich, Beijing and Dusseldorf, leading their global exchange. I was representing MetaDesign at international juries like the Cannes Lions and I am speaking at international and national conferences.

Steilmann GmbH Bochum

Creative Director Marketing & Communications
2002 - 2004

At Steilmann Group, the 5th largest international fashion corporation in Europe, I was responsible for the creative planning, strategy, concept and execution of marketing & communication activities worldwide. With my team and several agencies we developed the new brand and sales strategy, the new corporate design as well as the communication strategies B2B and B2C. Further responsibilities were the handling of all agencies (advertising, digital media & freelancers), the planning and creative execution of all photo-shootings, as well as the development and design of all communication material (off-, online, shops & fairs).

frogdesign Berlin, Dusseldorf

Vice President Digital Media Europe
2000 - 2002

My main responsibility at frogdesign, a leading design and innovation firm, was the overall planning, growth and development of the digital media group in Europe. This included teambuilding (recruit, hire and manage best people), strategy (develop a sound strategy for company and group, identify opportunities and markets), integration (coordinate resources between European offices, encourage interaction between frog Europe and frog US, reinforce cooperation between digital-, brand- and product-groups), business development, strategic consulting of clients and coaching of creative directors and project managers, as well as the representation of frog to press and media.

Pixelpark Berlin

Global Creative Director
1995 - 2000

Starting out as Designer in 1995, I became Creative Director two years later, heading a team of 25 designers and developing offline and online projects for national and international clients. With Pixelpark becoming one of the leading interactive agencies, I took over the position of the global creative director, responsible for all design teams in 13 offices worldwide.

EDUCATION

Art Center College of Design (Europe) La Tour, Switzerland

Bachelor of Fine Arts in Communication Design awarded with Honors
1992 - 1994

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SELECT CLIENTS

adidas, Allianz, Axel Springer Publishing, Bayer Healthcare, BENQ, Bertelsmann, BMG, Crédit Suisse, Coca Cola Company, comdirect, Continental, eprimo, Goethe Institut, Heidelberger Druckmaschinen, Henkel, Home Shopping Europe, Issey Miyake, Kirch New Media, Lee Jeans, Lucent Technologies, Lufthansa, Merck Millipore, Messe Frankfurt, MLP, Nestlé, Nokia Siemens Networks, Peek & Cloppenburg, Porsche, Premiere, Siemens, Siemens medical, Siemens mobile, Staatliche Museen zu Berlin, super RTL, Triumph International, Universität der Künste Berlin, Roche Diagnostics, Universal Music, Vitra Design Museum, VIVA, XING

SELECT AWARDS

14. Corporate Design Preis 2011 for Merck Millipore, iF communication design award 2010 for eprimo, iF communication design award 2010 for PUMA, red dot: communication design award 2010 for eprimo, Berlin Marketing Award for „Babylon. Myth and Truth.“, DDC Gute Gestaltung 10 for „Babylon. Myth and Truth.“, Designpreis der Bundesrepublik Deutschland 2010 for „Everyday Heroes“ Continental Truck Tires, red dot: communication design award 2009 for „Babylon. Myth and Truth.“, 12. Corporate Design Preis 2009 for „Babylon. Myth and Truth.“ (Gold), 100 Best Posters 08 for „Babylon. Myth and Truth.“, ReBrand™ 100 for TRIUMPH International (Distinction) and NICI (Merit), iF communication design award 2008 for Continental Truck Tires, 11. Corporate Design Preis 2008 for NICI, Stevie 2008 for Triumph International (Finalist) and Continental Truck Tires (Finalist), Corporate Media Master Award 2008 for Imagefilm Berlin Tourismus Marketing GmbH

SELECT JURIES

Cannes Lions International Advertising Festival (1999 & 2008), LEAD Awards (2005-2011), Clio Award, London Advertising Festival, New York Festival, Transform Awards, IF Design Hannover, Rheingold Award, Annual Multimedia, 3D-Awards Copenhagen, Bayerischer Staatspreis für Nachwuchsdesigner, Kontakter Clients Awards

SELECT TEACHING & LECTURES

1st E-Fashion Summit 2011, Frankfurt, Lecture „The Last Days of Branding“
Corporate Identity Gipfel 2010, Konstanz, Lecture „The Future of Branding“
PREMIUM Exhibitions, Berlin, Keynote „Engage Your Brand Online“
Belgrade Design Week, Belgrad, Lecture „Branding Discount Brands“
Akademie für Kommunikationsdesign, Düsseldorf, Trends & Strategies in Fashion Marketing
Design Management Conference, Berlin, Lecture „Design Management & Digital Media“
Akademie der Bildenden Künste, Munich, Workshop „Art in Digital Media“
Mecon, Cologne, Lecture „Interactive Design for Kids“
Bundespresseamt, Berlin, Lecture „Designing New Media“ Lecture

SELECT PUBLICATIONS

Webdesign Professionell, Florian Dengler, Holger Volland, Galileo Press GmbH, Bonn 2000
Fascination Brand, Schönberger/Stilcken (Hrsg.), Luchterhand Verlag, GmbH, Neuwied 2001,
Article: „Online-Branding: Chances and Risks of Brands Online“
Annual Multimedia, Yearbook 2001, Werner Lippert (Hrsg.), Metropolitan Verlag GmbH,
Düsseldorf, Article: „The Convergence of Competencies: User Interface Design“
From Pitch to Award: How to do Advertising, by Ralf Nöcker and Heiko Burrack,
Frankfurter Allgemeine BUCH, 2008, Article: „Creative Direction“
Don't Panic! - The Internguide, Verlag Hermann Schmidt Mainz, 2008,
Article: „Working in large Agencies“
The little Dooropener, Alexander Rehm, Bernd Friedrich, Graco-Verlag, Berlin, 2009,
Article: „Dos & Don'ts“
Interviews and articles in Sportswear International, Wired, W&V, Horizont, Screen, Form, Page,
NetBusiness Online, n-tv, brand eins, Stern, Bolero, Instyle, TV online