

# KEVIN ROBERT MITCHELL

Digital Design Consultant · Product Design · Digital Branding · UI/UX · Creative Direction

## CONTACT

### Portfolio

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Danziger Strasse 51  
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Germany

## EDUCATION

### BA Honours Degree

#### Graphic Design

University of Plymouth, Exeter  
School of Art, UK

### BTEC National

#### Diploma Design

Stevenage College of Art, UK

## LANGUAGES

### English

Native Language

### German

Fluent

## ABOUT

**Highly experienced Digital Design Consultant with over 25 years of design expertise, successfully leading creative teams and delivering outstanding design solutions for international agencies, companies, startups, and renowned brands throughout Europe and beyond.**

Specialising in digital branding and product design, visual design, UI/UX and design consulting. Based in Hamburg, Germany, with a proven track record of driving innovative and impactful digital experiences for some of the world's biggest brands.

## WORK EXPERIENCE

### Freelancer

Creative Director, Design Consultant, Digital Branding, UI/UX, Visual Design, Product Design

**July 2022 - Present** Hamburg, Germany

### Mutabor Director Digital Design

Responsibilities:

- Enhancing digital design expertise of Technologies Unit, mentoring designers, new business development, 'Future Vision' design projects

• Clients: Salamander, Clariant, FAZ, HSE

**July 2021 - April 2022** Hamburg, Germany

### Mutabor Creative Director Digital

Responsibilities:

- Implement digital processes into Design Unit workflow, mentoring designers, new business, project briefings & design vision, inspire, challenge & consulting with clients

• Clients: Yello, EnBW, Boesch, Engel & Völkers

**May 2020 - July 2021** Hamburg, Germany

### Freelancer

Design Consultant, Senior Digital Creative, Digital Branding, UI/UX, Visual Design, Product Design

R/GA, AKQA, Mutabor, Strichpunkt, Hauser Lacour, Razorfish, Jung von Matt, Aperto, XING, Eventim, Geometry Global, thjnk, Philipp & Keuntje, Interone, DDB Tribal, Serviceplan, Scholz & Friends, NDR, ZEISS,

**2011 - 2020** Hamburg, Munich, Köln, Berlin, Stuttgart, Amsterdam

## AWARDS

Red Dot 'Brand of the Year'  
Red Dot 'Best of the Best'  
Corporate Design Prize  
German Design Award Gold  
Art Directors Club  
Deutsche Digital Award  
Deutsche Designer Club  
Annual Multimedia Award Gold  
Creative Review Photography  
Annual  
FWA  
Annual Multimedia

## EXPERTISE

Creative Direction, Team  
Leadership, Mentoring, Hands-  
on Digital Designer, UI/UX  
Design, Visual Design, Art  
Direction, Digital Branding,  
Animation, Agile Methodology,  
Apps, Branding, Campaign  
Websites, Concept  
Development, Corporate  
Design, Design Consulting &  
Strategy, Graphic Design,  
Information Graphics,  
Interaction Design, Motion  
Design, Product Design,  
Prototyping, Responsive  
Design, Sound Design, Style  
guides

## TOOLS

Figma, Sketch, Adobe Creative  
Suite, Principle, Miro, Keynote,  
Pages, Microsoft Office,  
Microsoft Teams, Slack, Zoom  
Midjourney, Adobe Firefly,  
ChatGPT

## WORK EXPERIENCE (continued)

### Scholz & Friends

Senior Digital Art Director  
2010 - 2011 Hamburg, Germany

### SinnerSchrader

Senior Digital Art Director  
2009- 2010 Hamburg, Germany

### Freelancer

Senior Digital Art Director  
Interone, Proximity, SinnerSchrader  
2007 - 2008 Köln, Düsseldorf, Hamburg, Germany

### Bassier, Bergmann & Kindler

Digital Art Director  
2006- 2007 Oberhausen, Germany

### BMZ+more (Saatchi & Saatchi)

Senior Screendesigner  
2000- 2006 Düsseldorf, Germany

### JB, London

Senior Multimedia Designer  
1995 - 2000 London, UK

## CLIENTS

Adidas, Audi, Autoscout24, Apo Bank, Boesch, Chanel,  
Citibank, Clariant, Commerzbank, Continental, DHL,  
Dornbracht, Eventim, EnBW, Engel & Völkers,  
Frankfurter Allgemeine, Heine, HSE, Hugo Boss, Jio,  
Lancôme, Leica, Lexus, L'Oreal, Mercedes-Benz,  
Montblanc, NDR, Nokia, REWE, Salamander,  
Sennheiser, Siemens, Smart, Toyota, Volkswagen,  
XING, Yello, Zeiss

## INDUSTRIES

Automotive, Banking, Beauty & Cosmetics, Consumer  
Electronics, E-Learning, E-Commerce, Energy,  
Entertainment, Fashion, Interiors, Social Commerce,  
Medical Technology, News & Media, Luxury Products,  
Real Estate, Specialty Chemicals, Sportswear,  
Streaming Platforms, Telecommunications

## SELECTED PROJECT HISTORY

### **Creative Director, Design Consultant, Visual Design**

July 2022 - June 2023

#### **Jio Platforms** - Streaming, Social Commerce, Digital Concierge

- Working remotely for Jio, India's No.1 telecommunications, retail and media company with over 430 million customers
- My role focused on 'Future Vision' projects in collaboration with the Chief Creative Officer, Chief Design Officer and top management within the Jio business
- Projects I worked on included:
  - concept and design for a new premium streaming service providing high-quality content, including movies, TV shows, original series, masterclasses, gaming and social commerce
  - digital lifestyle app for India's elite clientele, providing exclusive access to events, experiences, and personalised services such as healthcare, education, and investments
  - Creative Direction, branding and promotional concepts for the JioCinema entertainment platform

### **Digital Design Director**

July 2021 - April 2022

#### **Salamander, FAZ, HSE** | Mutabor

As Digital Design Director in the 'Technologies' unit, I worked on a series of 'Future Vision' projects:

- Frankfurter Allgemeine, the German daily newspaper - creation & ideation workshops, design & vision boards for a new app experience
- Salamander, the innovative German shoe brand - UI/UX, visual design & concept for the Salamander E-Commerce platform during the extensive rebranding process
- HSE (Home Shopping Europe) - client workshops, design and concept development for a Social Commerce app

### **Creative Director Digital**

May 2020 - July 2021

#### **Yello, EnBW, Engel & Völkers** | Mutabor

As Creative Director Digital in the 'Design' unit, I successfully led a range of transformative projects for our clients Yello, EnBW & Engel & Volkers

- Yello, a leading energy company in Germany - guided my team in the creation of a digital design system and a fresh brand identity, earning 2 Red Dot awards
- EnBW, the parent company of Yello - provided extensive creative guidance to our client, mentored my team & expanded their digital know-how on this huge transformation and brand identity project, helping EnBW take the step to become an innovative and high-performance infrastructure partner
- Engel & Völkers, the leading real estate company in Germany - led a Future Vision project where we refreshed the E&V brand and created a vision for a new technologically advanced property platform

### **Design Consultant, Visual Design, UI/UX**

July 2019 - April 2020

#### **Carl Zeiss AG** - Medical Technology

- Working in-house with the Medical Technology team to create a design system and navigation concept that could be rolled out across the entire range of ZEISS websites.
- Together with a specialist for UX Design & Information Architecture, we re-defined the entire structure of the international websites.
- Created a responsive visual design system and UI that has been implemented throughout the ZEISS MediTec range of websites.

## **Design Consultant, Branding, Logo Design**

May 2019

### **Eventim** - Online Ticketing Platform

- Requested by the Senior Vice President E-Commerce to undertake a design review of the latest brand design implementations across all Eventim platforms and to suggest improvements to user experience
- Redesign of the Eventim logo, selection of a house typeface for all Eventim products and materials
- Successful implementation of new logo for physical & digital tickets and venue signage

## **Visual Design, Branding, UI/UX**

February - June 2019

### **Dornbracht Website** - Kitchen, Spa & Bathroom Interiors

- Website relaunch for the Luxury German brand Dornbracht, specialists for designer fittings for bathrooms, spas & kitchens
- Comprehensive responsive redesign, client co-creation workshops, UI/UX and animated prototypes

## **Visual Design, UI/UX, Prototyping**

December 2018

### **Siemens Junelight** | R/GA

- Design & development of the launch website for the Siemens 'Junelight' smart battery
- Iterative creative design approach in collaboration with branding & strategy team
- Creation of animated prototypes to test concepts before hand-off to development team

## **Product Design, UI/UX, Prototyping**

August 2018

### **MyToyota App** | AKQA

- Supporting the Toyota design team at AKQA Amsterdam with a design vision for the development of the new MyT mobile app
- Leveraging my expert knowledge of Automotive, I created features for the new app, refined the design language and then developed animated prototypes using Principle

## **Visual Design, UI/UX, Concept**

June - July 2018

### **NDR** - Relaunch Digital News & Media Platform

- Development of UI/UX and Visual Design concepts for the relaunch of the Norddeutscher Rundfunk news, TV and radio platform
- Creation of a responsive modern design language for desktop and mobile applications

## **Design Consultant, Branding, Future Vision, UI/UX**

October 2016 - February 2018

### **Eventim** - Relaunch Online Ticketing Platform

- A digital transformation for Europe's number-one music and live entertainment ticketing platform
- Working in-house with the Senior Vice President of E-Commerce, I undertook a visual audit of Eventim's products, examining the existing design elements, assessing their effectiveness and cohesiveness, and identified areas for improvement.
- Developed the UI/UX for the new homepage, product and artist pages and checkout process. Creative Lead in development of a new branding and design strategy for Eventim
- Creation of a 'Future Vision' for how the platform could further captivate audiences, providing an exceptional user experience, whilst increasing revenue and user engagement

**Lead Digital Designer, UI/UX, Apps, Client Liaison**  
**Audi Digital Branding** | Strichpunkt

October 2015 - July 2016

As Lead Digital Designer I played a pivotal role in crafting the digital branding strategy for Audi

- With a 'digital first' approach in concept and design, I was instrumental in creating the look and feel of the new Audi User Interface and modernising the corporate design language
- Ensured a consistent and cohesive brand experience across all applications and devices
- Provided guidance and inspiration to the design team in the development of the digital branding throughout the design process
- Role of Digital Design Consultant for Strichpunkt included client liaison and design presentations at Audi's Ingolstadt headquarters with senior management stakeholders
- Project then developed further into the design, conception and development of the new My Audi App

**Art Direction, Visual Design, UI/UX**  
**Leica SL Launch Website** | Geometry Global

September 2015

- For the new Leica SL professional camera I designed the responsive launch campaign website, created a comprehensive styleguide and developed the UI/UX for both desktop and mobile devices

**Art Direction, Visual Design, UI/UX**  
**Clariant Relaunch Corporate Brand Website** | Mutabor

February - July 2013

- Comprehensive relaunch project for the Swiss company Clariant, a global leader in the specialist chemicals field
- Working alongside the brand team at Mutabor as the new brand identity was developed (logo, brand values, colours, imagery, typography, iconography and motion)
- Iteration, testing and creation of the digital branding and User Interface for all relevant digital platforms

**Art Direction, Visual Design, UI/UX**  
**Adidas Specialty Sports E-Commerce Platform** | Razorfish

November - December 2013

- UI/UX and Visual Design for the Adidas specialty sports website
- Specialty Sports offers a one-stop-shopping experience for a wide range of sporting needs such as Weightlifting, Rugby, Cricket, Cycling, Swimming and Wrestling
- Responsive design optimised for mobile and desktop devices

**Art Direction, Visual Design, UI/UX**  
**Montblanc** | AKQA

January 2013

- Working onsite at AKQA Berlin for the renowned luxury brand Montblanc on the redesign of their website [www.montblanc.com](http://www.montblanc.com)
- Primary emphasis was on optimising the designs for both mobile and tablet devices
- The goal of the project was to enhance the UI and UX and provide a seamless and visually appealing browsing experience across all devices
- Align the visual design with Montblanc's brand identity
- The resulting digital experience showcased their products and services in an elegant and captivating manner, and lead to an uptake in sales and interest in their online digital showcase

**Product Design, Art Direction, Visual Design, UI/UX**  
**Audi on Demand** | AKQA

January - October 2013

- Product design collaboration with AKQA and Audi, on-site in Munich in the Audi mobility house, working on the mobility start-up 'Audi on Demand'
- Over the course of one year, I spearheaded the design and development of the UI/UX design for their innovative new mobility service
- Involved in entire Product Design process: research & analysis, user stories, conceptualisation & ideation, UI/UX design, visual design & prototyping, collaboration with developers & Audi stakeholders, user testing & final product launch in San Francisco
- The Audi on Demand service was then rolled out across the world and is available in the US, Germany, UK, China, Singapore and South Korea

**Art Direction, Visual Design, UI/UX, Campaign Websites**  
**Mercedes-Benz** | Jung von Matt

January - November 2012

- Campaign websites, apps, & platform design for Mercedes-Benz
- Projects included campaign website for launch of the new A-Class, 2012 European Championship special, design & conception of an online hub for all Mercedes-Benz digital content

**Art Direction, Visual Design, UI/UX,**  
**REWE E-Commerce Platform** | DDB

January - December 2011

- Design and conception of an online shopping platform for the German supermarket chain REWE
- Collaborating with a team of E-Commerce experts consisting of UX, UI, project management, strategy and technical development
- A year-long project, from initial client kick-off to successful launch of the online shopping platform