

# FELIX BURGER

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DATE OF BIRTH: 09.02.1991  
LANGUAGES: German (native), English (fluent)



## EXPERIENCE

JULY 2021 -  
TODAY

**CREATIVE INNOVATION DIRECTOR / DIGITAL CREATIVE DIRECTOR**  
Jung von Matt, Hamburg

- Creative lead on digital campaigning and innovation projects
- Shaping client and new business projects by applying creative innovation along the customer journey, combining storytelling with technology
- Created BMW's virtual platform Joytopia and sparked the company's metaverse transformation, followed by the setup of its virtual experience and Web3 strategy
- Winning major international industry awards, setting the bar with the highest recognition for a digital project in the agency's history (While being Germany's top 8 creative project in 2022 rankings)
- Developing business models around trends, innovation and creative technology
- Driving transformation strategies to shape the agencies culture, processes, and workflows toward a more integrated creative output

Clients: BMW, Bosch, adidas

APRIL 2019 -  
JUNE 2021

**SENIOR CONCEPT CREATIVE**  
Jung von Matt, Hamburg

- Concept & strategy development for digital and integrated campaigns
- Agency-wide transformation projects for better digital and integrated output
- Setting-up #LikeABosch internationalization with strategies and concepts

Clients: BMW, Bosch, Bosch Home, Huawei, Dormakaba, Van Laack

JUNE 2016 -  
MARCH 2019

**EXPERIENCE DESIGNER / CONCEPT CREATIVE**  
Jung von Matt, Hamburg

- Concept & strategy development for digital and integrated campaigns
- Helped the BMW HQ, BMW France and BMW Norway with digital-first campaigning, e.g. with the BMW X2 launch campaign
- Helped winning the pitch for Bosch, set up #LikeABosch for its launch at CES '19

Clients: BMW, Bosch, Montblanc

APRIL 2015 -  
MAY 2016

**CONCEPT CREATIVE**  
arsmedium group, Nuremberg

- Successfully won the mobile app account for Telefónica o2. Built up the customer service app setup for o2 and its sub-brands
- Developed concepts for the increase of users acquisition and engagement on mobile platforms

Clients: o2 Germany, Blau, Staedtler & TARGOBANK

JULY 2011 -  
MARCH 2015

**(JUNIOR) UI/UX DESIGNER**  
arsmedium group, Nuremberg

- Helped building a new transactional platform for Telefónica o2, one of Germany's biggest telco provider, from product exploration and configuration to checkout.

## EDUCATION

2022

**DIGITAL TECHNOLOGIES FOR BUSINESS TRANSFORMATION**  
*Copenhagen Business School, Copenhagen*

2015

**COPYWRITING / CONCEPTION**  
*Text-College, Munich*

2008 - 2011

**MEDIA DESIGN, APPRENTICESHIP / VOCATIONAL TRAINING**  
*B6, Nuremberg*

## COURSES & CERTIFICATES

LEADERSHIP, Bridgehouse Academy

CONVERSATIONAL INTERFACES, Google Tel Aviv

DESIGN TRADEOFF & UX DECISION FRAMEWORKS, Nielsen Norman Group

## SKILLS

CONCEPT DEVELOPMENT, STRATEGY, COPYWRITING, EXPERIENCE DESIGN,  
TRANSMEDIA STORYTELLING, CREATIVE DIRECTION, LEADERSHIP

## VOLUNTEERING

GUEST LECTURER, Mainz University

LECTURER DESIGN THINKING & INNOVATION, Miami Ad School Hamburg

LECTURER EXPERIENCE DESIGN, JvM Academy Hamburg

STARTUP MENTOR, nextMedia Hamburg

## AWARDS

+30 NATIONAL AND INTERNATIONAL AWARDS, INCLUDING D&AD, NEW YORK FESTIVALS,  
EUROBEST, LIA, CLIO, WEBBY INCLUDING A GRAND PRIX AT THE GERMAN ART DIRECTORS CLUB.