

# FELIX BURGER

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



## EXPERIENCE

JULY 2021 -  
TODAY

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

- Creative lead on digital campaigning and innovation projects
- Shaping client projects and pitches by applying creative innovation along the customer journey, combining storytelling with technology
- Created BMW's virtual platform Joytopia, consulted and implemented the company's virtual experience and Web3 transformation strategy
- 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
- Member of Jung von Matt's groupwide AI board

Clients: BMW, Bosch, adidas, Douglas, e.on, Hyundai

SEPTEMBER 2023 -  
NOVEMBER 2023

**CREATIVE INNOVATION DIRECTOR (ROTATIONAL WORK ABROAD)**  
Jung von Matt, Seoul

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.

Clients: o2 Germany, Targobank

# **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**

**FUTURE FORESIGHT**, Hyper Island Stockholm

**LEADERSHIP**, Bridgehouse Academy Hamburg

**CONVERSATIONAL INTERFACES**, Google Tel Aviv

**DESIGN TRADEOFF & UX DECISION FRAMEWORKS**, Nielsen Norman Group London

# **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 AND A GRAND PRIX AT THE GERMAN ART DIRECTORS CLUB.**