



FELIX BURGER

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09.02.1991

LANGUAGES

German (native)
English (work proficiency)

SKILLS

Creative Strategy
Digital Strategy
Concept Development
UX Design
Copywriting
Creative Technologies

Digital Campaigns
Product Design
Digital, Virtual and Phygital
Experiences

I'm a creative and strategist blending technology and creativity to reshape how AI, AR, VR, and spatial computing can be used in marketing and the customer experience.

My team reimagines future scenarios for brands and rethinks campaign and production processes, helping Grabarz & Partner and its clients take a more playful and open approach to using technology.

CAREER

May 2024 – today

CREATIVE INNOVATION LEAD

Grabarz & Partner, Hamburg

- Clients: Porsche, Porsche Lifestyle, Liebherr, L'Osteria
- Agency transformation projects with direct report to C-level
- Consulting clients (EVP, VP, senior management) on tech implementation within campaign and marketing processes
- Creative Lead on innovation projects
- Set-up of AI production pipelines for asset production
- Leading the cultural transformation with keynotes, internal and external communication

July 2021 – April 2024

CREATIVE INNOVATION DIRECTOR

Jung von Matt, Hamburg

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

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

- Clients: BMW, Bosch, Bosch Home, Huawei, Dormakaba, Van Laack
- Concept & strategy development for digital and integrated campaigns
- Transformation projects for better digital and integrated output
- Setting-up #LikeABosch internationalization with strategies and concepts

HONORS & AWARDS

In 2024, Felix Burger was listed in the "Top U33" from German magazine W&V as one of 33 talents that will reshape and drive the German advertising and marketing industry.

50+ national and international awards, including D&AD, New York Festivals, Eurobest, LIA, Clio, Webby Awards, and a Grand Prix at the German Art Directors Club

REFERENCES

„Felix has been a relentless force and one of the drivers of digital innovation at Jung von Matt. Never too shy as the „digital guy“ in creative teams, he pushed the boundaries of tech integration within our organization. He transformed processes, pushed mind-sets, inspired teams, and created groundbreaking projects.“

Max Lederer,
Chief Innovation Officer
Jung von Matt

„Felix Burger managed and led a large team of external partners and creatives to set the milestone for a new kind of BMW brand experience with „Joytopia“, transforming virtual experiences into the user journeys and potential revenue models of the future. His passion, energy and enthusiasm are the ideal package for driving innovation and turning it into reality together with a large number of partners.“

Stefan Ponikva,
VP Brand Experience BMW

VOLUNTEERING

GUEST LECTURER

Mainz University
Brand University Hamburg

LECTURER DESIGN THINKING & INNOVATION

Miami Ad School Hamburg

LECTURER EXPERIENCE DESIGN

JvM Academy Hamburg

STARTUP MENTOR

nextMedia Hamburg

CAREER /2

June 2016 – March 2019

EXPERIENCE DESIGNER / CONCEPT CREATIVE

Jung von Matt, Hamburg

- Clients: BMW, Bosch, Montblanc
- 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

April 2015 – May 2016

CONCEPT CREATIVE

arsmedium group, Nuremberg

- Clients: o2 Germany, Blau, Staedtler & TARGOBANK
- 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

July 2011 – March 2015

UX/UI DESIGNER

arsmedium group, Nuremberg

Clients: o2 Germany, Targobank

- Helped building a new transactional platform for Telefónica o2, from product exploration and configuration to checkout.

EDUCATION

2022

DIGITAL TECHNOLOGIES FOR BUSINESS TRANSFORMATION

Copenhagen Business School, Copenhagen

2015

DIPLOMA COPYWRITING

Text-College, Munich

2008-2011

MEDIA DESIGN, APPRENTICESHIP / VOCATIONAL TRAINING

B6, Nuremberg

CONTINUING EDUCATION

AI FOR BUSINESS

Hyper Island, Stockholm

FUTURE FORESIGHT

Hyper Island, Stockholm

LEADERSHIP

Bridgehouse Academy, Hamburg

CONVERSATIONAL INTERFACES

Google, Tel Aviv

DESIGN TRADEOFF & UX DECISION FRAMEWORKS

Nielsen Norman Group, London