

STEFAN VOGTLÄNDER

Creative Director and Creative Strategist
Berlin, Germany (open to relocation)
stefan@studio-sv87.com
studio-sv87.com
LinkedIn: [linkedin.com/in/stefan-vogtlaender](https://www.linkedin.com/in/stefan-vogtlaender)

SUMMARY

Creative Director and Creative Strategist with 10+ years of international experience across brand systems, content strategy, visual identity and narrative design. Experienced in guiding cross-functional teams, shaping design logic for global markets and building scalable creative frameworks. Work spans Adobe, RWE, Universal Music, Mozilla, leading cultural institutions and major consumer brands.

PROFESSIONAL EXPERIENCE

Art Director (Freelance) - Bubble Skate Magazine

Berlin - Sep 2024 to Present

- Lead visual identity and editorial direction for a contemporary skate and culture publication.
- Developed new content formats and social storytelling for a global audience.
- Oversaw design across print, digital and event contexts.

Content Strategist, Europe - Adobe

Berlin (EMEA) - Jul 2024 to Sep 2025

- Led data-driven content strategy for European markets, focusing on DACH and UK.
- Shaped messaging and creative direction for Adobe Express in collaboration with product, research and design teams.
- Built scalable content frameworks ensuring consistency across channels and regions.

Content Strategist - Adobe

Berlin - Dec 2022 to Dec 2023

- Developed localized content strategies for Adobe Express across key European markets.
- Managed weekly creative briefings and coordinated with global and regional stakeholders.
- Improved workflow clarity through structured guidelines and process refinement.

Senior Art Director (Freelance) - Universal Music

Berlin - Mar 2022 to Dec 2022

- Led visual identity and key artwork for the “11:11” album campaign.
- Designed cover, booklet, packaging and social assets.
- Ensured cohesive execution across global rollouts and high-visibility media.

Senior Art Director and Designer - KMS Team

Berlin - Jul 2021 to Feb 2022

- Directed identity and system design projects for COM21 and Roland Berger.
- Created visual guidelines for digital, print and in-environment applications.
- Ensured alignment between brand expression, design systems and UX.

Senior Art Director and Designer - Scholz and Friends

Berlin - Jan 2019 to Jul 2021

- Led creative work for Humboldt Forum and RWE, across campaigns, identity development and communication systems.
- Worked closely with strategy, copy and production teams through concept and delivery.
- Elevated narrative logic and clarity across integrated platforms.

Designer - Zum goldenen Hirschen

Cologne - Mar 2018 to Dec 2018

- Designed campaign assets for retail and lifestyle brands.
- Delivered work across digital, print and out-of-home.

Designer - BBDO Group Germany

Düsseldorf - Aug 2015 to Mar 2018

- Worked on brand systems and multi-channel campaigns for major clients.
- Contributed to work awarded by international juries.

Earlier Roles

Graphic Designer - PBL Milk, Cologne - Jun 2015 to Aug 2015

Graphic Designer - 19-93 GmbH, Cologne - Jan 2015 to Jun 2015

Editorial Designer - Monster Skateboard Magazine, Cologne - Mar 2013 to Aug 2015

Art Director - Hochhaus Agentur, Cologne - Mar 2013 to Dec 2014

EDUCATION

Bachelor of Arts in Integrated Design

IB Hochschule Berlin

Graduation project recognized with an ADC Junior Award.

SELECTED RECOGNITION

ADC Germany - multiple awards

New York Festivals - multiple awards

One Show - multiple awards

Eurobest - multiple awards

Featured in Taschen's "100 Illustrators of the World"

SKILLS

Creative and Art Direction

Content and Communication Strategy

Design Systems and Tooling

Brand Platforms and Visual Identity

Narrative Development

Workflow Architecture

Cross-functional Collaboration (UX, Product, Engineering, Research)

Adobe Creative Cloud, Figma, Keynote

LANGUAGES

German - Native

English - Fluent

Japanese - Intermediate (in progress)

INTERESTS

Creative technology, AI-assisted workflows, editorial culture, skateboarding, visual storytelling.