

# Jefferson Fenoy

jeffersonfenoy@gmail.com

+49 1515 9183773

www.fenooy.com

linkedin.com/in/jeffersonfenoy

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## EXPERIENCE

### This Place

Berlin, DE

### Senior Brand Designer— Leading Creative Direction

May 2023 - Present

Lead and oversee the creative team, ensuring all design output aligns with brand identity and strategic goals. Direct multiple design projects and campaigns from concept to execution across print and digital platforms. Drive visual strategy, UX/UI enhancements, and high-impact marketing materials to strengthen brand presence.

### Brand Designer

Jul 2021 - Apr 2022

Designed, maintained, and managed the brand's visual identity across all touchpoints. Developed integrated advertising, marketing, and content strategies. Directed and executed in-house and external photo and video shoots for campaign storytelling.

### vaay & This Place [Sanity Group]

Berlin, DE

### Junior Art Director

Jan 2020 - Jun 2021

Conceptualized and executed out-of-home campaigns for product launches, enhancing brand visibility. Illustrated assets for social media, print, and digital marketing initiatives. Refined and updated product packaging. Managed and facilitated photoshoots to maintain high creative standards.

### Ogilvy

Berlin, DE

### Creative Intern

Jul-Sep 2019

Designed the first newspaper ad for Barfer's, expanding the brand's print advertising reach. Developed creative assets for Vio and Coca-Cola, spanning web content, digital and printed out-of-home, and social media campaigns.

### antoni

Berlin, DE

### Creative Intern

Apr-Jun 2019

Created illustrations and visual concept boards for Mercedes-Benz, enhancing campaign storytelling. Developed layouts, concepts, and final designs for brands including Katjes, Treetts, and Ahoj-Brause.

### LOLA

Barcelona, ES

### Creative Intern

Jan-Mar 2019

Designed content for Tous, Axe, and Bimbo. Recorded voice-over for a child abuse awareness campaign.

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## EDUCATION

### Diploma in Art Direction

Miami Ad School

### Master in Graphic and Digital Design

Barcelona School of Arts & Design, Labasad

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## SKILLS

### Core Competencies

Concepting & Ideation, Creative Strategy, Art Direction, Brand Identity, Editorial Design & Layout, Packaging Design, Illustration, Photography

### Personal Interests

Publishing & Editorial, Fashion Design & Streetwear Culture, Portrait & Street Photography Observational Documentaries, Travelling, Typography & Calligraphy, Poetry & Creative Writing, Film Scoring & Soundtracks, Architecture & Urban Design

### Software

ADOBE CREATIVE SUITE, FIGMA, CANVA, TRELLO, MURALS, MIRO, NOTION, KEYNOTE, MS OFFICE SUITE, GOOGLE WORKSPACE

### Languages

English, Native  
German, A2 (working towards B1)

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## CLIENTS

BARFER'S, VIO, COKE, MERCEDES-BENZ, KATJES, TREETTS, AHOJ-BRAUSE, TOUS, AXE AND BIMBO

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## OTHER QUALIFICATIONS

Certified Medical Transcriptionist  
Qualified Court Stenographer  
ISO-Certified Quality Manager

## EXHIBIT

**Third World War Retrospective**  
Second Biennalé, Berlin, 2019