



ANKE BERGNER  
*Creative Director UI & UX*

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## Work Experience

26/11/2018 - heute

**Cocomore AG, Frankfurt, Germany**  
**Creative Director Art**

In 2018 Cocomore set up a Content Team based on client site for shorter and faster ways of working. I was hired to lead the design team at the Nestlé house in Niederrad, working for more than 20 Nestlé brands of the German and the Swiss market, including Original Wagner Pizza, Smarties, Kit Kat, Lion, After Eight, Purina, Optifast, Thomy, Nescafé Dolce Gusto, Nesquik and Choco Crossies. The projects vary from social media marketing to service design. On rare occasions we even do event, package and brand design as well as CRM.

01/07/2018 - 16/11/2018

**cyperfection, Ludwigshafen, Germany**  
**Creative Director**

cyperfection is a rather small agency, which works mainly for the client Roche in Ludwigshafen. So far working without a Creative Director, they approached me to lead the team and bring some structure to the way the creatives were working. Beside shaping the team and the department, I worked mainly on the relaunch of Bad Heilbrunner and several internal presentations for Roche. Unfortunately the agency was not ready to have a CD, so I decided to leave.

01/01/2018 - 22/06/2018

**SapientRazorfish, Frankfurt, Germany**  
**Associate Creative Director**

Being an ex-Razorfish office, SapientRazorfish's office in Frankfurt had suffered a lot from the merge of Sapient and Razorfish. My role was to reshape the team and set up new processes to make this agency interesting to work with again. Doing that, I managed as well the complete renovation and redecoration of the new offices, as well as the office move. After being part of a few pitches for new clients, I decided that this was not the right set up for me.

28/04/2016 - 30/11/2017

**emotive., UK**  
**Creative Director**

Spending the winter 2015/2016 as ski instructor in the Swiss alps I met the owner and Managing Director of emotive., who offered me a job in London on my return. As part of the leadership team, I was responsible to raise the quality of the creative output and to help double the size of the agency within 3 years. Managing a small team of visual and UX designers, I was responsible for 40 projects including e-learning, internal comms & training, branding, disease awareness campaigns, symposia & stand-alone meetings and disease managing & monitoring apps, across 25 global healthcare accounts including Merck, GSK, Bayer, Allergan and Edwards.

23/03/2014 - 29/11/2015

**Splendid Unlimited, UK**  
**Creative Director (freelance)**

After a few months of travelling I found my way back to Splendid, which by then had been bought by the Creston group. I was asked to re-join the SSE account in a client leading role as Creative Director responsible for the design and UX across the whole digital transformation programme.



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**01/09/2013 - 19/12/2014**    **Splendid, UK**  
**Digital Design Lead (freelance)**

Starting in a less demanding role as senior designer at Splendid, I soon showed that I have leadership skills. I was given the visual design lead for the relaunch of SSE. The largest energy provider in the UK was seeking a fully responsive website through a release-based process.

**01/08/2012 - 31/08/2013**    **iris London, UK**  
**Head of Digital Design**

In the summer of 2012, as part of a design improvement programme, iris sought to combine offline design, artwork and digital design. I was given the role of Head of Digital Design to run the digital department and lead a team of 8 digital designers of all levels. I worked in partnership with the Head of Design and Head of Artwork to create and implement an integrated design studio, known as "OneStudio" and ensure that our main focus is the development of integrated solutions for the wider strategic agency goals.

**04/10/2011 - 31/07/2012**    **iris London, UK**  
**Senior Creative**

As a Senior Creative I lead a team of designers to deliver services to a wide range of clients that included Sony Global, Shell, Volkswagen UK, Durex and Fudge. In this role my key challenges were to fully understand the clients needs, cater for all digital advertising channels and getting the right balance between conceptual creative and hands on design.

**22/06/2010 - 28/09/2011**    **LBI London, UK**  
**Interactive Art Director**

Work at LBI has involved leading art direction across numerous projects with well-known clients such as BT, E.ON, RBS and the Premier League. I've also had the chance to dive deep into User Experience, working with colleagues in one of the largest UX departments in Europe. Blending departments is one of the top priorities within projects, so I have gained a lot of experience of the UX world.

**31/03/2010 - 18/06/2010**    **VCCP London, UK**  
**Creative**

Working in a full service advertising agency I had the chance to get insights from the world of traditional advertising. I worked independently creating and developing digital concepts.

**01/08/2008 - 01/08/2009**    **Plan.Net Zweite Munich, Germany**  
**Interactive Art Director**

As Interactive Art Director I was the creative lead for 3 key accounts and I also mentored one design trainee and two design producers. Together with a copy partner I created ideas for various online campaigns.

**01/12/2006 - 31/07/2008**    **Plan.Net Zweite Munich, Germany**  
**Junior Art Director**



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**Education**

01/08/2009 - 16/06/2010 **HYPER ISLAND Stockholm, Sweden**  
**Digital/Interactive Education**

**Graduation:** Diploma in Interactive Art Direction

11/03/2002 - 24/11/2006 **Hochschule Mannheim, Germany**  
**University of Applied Sciences**

**Graduation:** Diploma in Communication Design

**Additional skills**

Understanding Group and Leadership  
User Experience Design, Axure  
Adobe CC (2017)  
Microsoft Office  
HTML and CSS  
BASI alpine level2 (ski instructor)

**Awards**

**2008** Mobius Award - Online, Gold  
Comprix - Online, Gold  
OnlineStar - Online, Silber  
NY festivals (adv)- Online & Design, Bronze  
Epica - Online, Bronze  
New Media Award - Online, Bronze  
One Show Interactive - Online, Merit  
Cresta - Online, Finalist  
Eurobest - Interactive, Finalist  
Cannes Lions - Cyber Lions, Finalist  
**2007** Airport Media Award - Free Motives, Gold  
**2006** New Media Award - Young Creation, Bronze

REFERENCES available upon request