

Christoph Stahl

克里斯朵夫·施塔勒



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tel. 01 76 3 44 84 24 7

academic grade: Ph.D.

date of birth: 8.12.1975

marital status: married

special fields

typography · editorial design

particular skills

drawing & illustration · creation of maps and diagrams ·
creation of vector-based illustrations · excellent grasp of three-dimensional objects

design field experience

experienced in freelance Work, small and middle-sized teams, some leadership experience

clients: education, automotive, construction, consulting, beverages, healthcare, hospitality, real estate, industry, art & culture, logistics, luxury goods, media, foods, publishing, telekommunications, textiles, housing

projects: animations, ads, exhibition design, signage, books and editorial, brochures, CI/VI (Corporate Identity/Visual Identity), business cards, letterheads & envelopes, e-newsletters, certificates, car liveries, flyers, annual reports, information design, background walls, interactive presentations, calendars, catalogues, giveaways, client magazines, logos, microsites, online-shop, passcards, posters, presentations, press material folders, postcards, rollups, websites

awards

doctoral thesis at Central Academy of Fine Arts, Beijing
awarded *Best Dissertation 2010* (see notable projects)

work experience

10.2014 – 12.2018 **Senior Coordinator, Europe, Middle East & Africa (EMEA)**

at The Leading Hotels of the World Ltd., Frankfurt (Main), Germany

effectively one of 3 inhouse graphic designers of the company

responsibilities: global and EMEA-wide projects, projects with EMEA events dept., projects for the company's regional offices in Dubai, Frankfurt, London, Madrid, Milan, Moskau, Paris

projects: i.e. e-newsletters, printed mailings, business cards & letterheads, posters und presentation boards, merchandising articles, invitation cards, flyers, web banners, presentations, regional offices reports, brochures, giveaways

- member of EMEA marketing team: 3 persons + intern
- with team – develop and implement direct marketing projects for the EMEA-region (brochures, leaflets, postcards)
- with team – create and deploy monthly e-newsletters, in cooperation with the client relations dept.
- (since June 2018) supervisor for the intern, assigning and monitoring design-related tasks
- assist on the company head office New York's global campaigns
- independently seek opportunities to improve processes for the creation and handling of various media
- design all kinds of media for the various regional EMEA-offices (see *projects* above)
- closely cooperate with the events dept. (i.e. on ILTM, see notable projects)
- implement, watch over and assist in further development of the global CI
- handle complete print projects: design, modification, final artwork and prepress
- conduct trainings for design software (for new employees & interns)
- update content on content pages and homepage of the company's global website through sitecore

1.2013 – 8.2014

Graphic Designer at Designagenten Visuelle Kommunikation, Hanover, Germany

clients: real estate (i.a. Association of Real Estate Corporations of Bremen and Lower Saxony [vdw], Association of North German Real Estate Corporations [VNW], Lower Saxony Chamber of Architects), culture (City Museum Göttingen, Lüneburg Museum), consulting (Hattinger Büro, Xuccess Reply), education (BKFA-Akademie)

projects: corporate publishing (Annual Reports, Customer Magazines), advertising material (Brochures, Flyers, Ads, Customer Gifts, Vehicle Liveries), design for spaces (Rollups, Exhibition Panels, Signage) and infomaterials (Calendars, Graphic Representations)

- draft new concepts and visual languages based on the requirements of the customer, aiming at creating a unique visual experience.
- develop multiple design drafts to provide options for superiors and customers
- plan structure and inner logic to increase the creative efficiency of a design
- attentively develop and edit existing designs, ensuring the intended expression
- create layouts while obeying the existing design standards and bringing them to fruition
- edit and correct in cooperation with the customer including advising customers in design matters
- produce final artwork with exact measurements, search and correct inconsistencies in the design system
- conduct prepress to ensure problem-free production, uphold communication with the print factory
- instruct the apprentices and supervise them on work delegated to them (i.e. image editing, importing of contents into documents and other creative tasks)
- grant final printing approval and adjustment of print parameters with the print factory

1.2008 – 10.2012

Freelance Graphic Designer in Beijing, China

clients: art and culture (National Gallery Beijing, Beijing Art Now Gallery), publishing (u.a. Culture Art Publishing House), real estate (696 Lofts), healthcare (Laserklinik Frankfurt)

projects: catalogue design, book design, exhibition design, webdesign

- briefing und project planning
- invent visual concept and create multiple designs
- participate in team meetings
- modify designs according to client's feedback
- layout and correction
- prepress and quality control

side occupations during this time:

Designer (part-time) at Han Jiaying Design 韩家英设计, Beijing, China (6 months)

clients: hospitality & luxury goods (Reignwood Group)

projects: flyers, posters, brochures, signage

- consult on bilingual typography and design
- create designs in a european/western style

Art Director of Designnova design competition 天鹤奖, Beijing, China (2 years)

Designnova is a competition for young designers, first held in 2010

media: posters, flyers, website, pass cards, certificates, background walls, animations, presentations, press material folders, postcards

- control the CI creatively and strategically
- implement the CI on all media
- create project plans
- design structure and appearance of the website
- 3 subordinates

Graphic Designer at Bang Brand Design 正邦, Beijing, China (2 months)

clients: automotive (Chery Automobile, GoNow Automobile, Loncin Motorcycles), healthcare (Hefei-Scigen-Bioton, China Medical University First Hospital), foods (Yurun Group)

projects: logo and CI

- design and develop logos, logotype and corporate identities
- implement designs for all media: Letterhead, ads, packaging, signage, car liveries

- 9.2003 – 12.2007 **Art Director at Xieyersan Design** 写意二三设计, Beijing, China
 clients: culture (Pioneer Theater of the East Beijing, Chinese National Digital Culture Network)
 projects: websites, microsities
- plan and structure projects
 - create multiple designs and modifications
 - implement drafts based on HTML with Fireworks and Dreamweaver with interspersed Flash-elements
 - code an individual content management system with calendar function and backend with PHP
 - redesign the corporate identity and website of the design studio
- 5.2003 – 8.2003 **Intern and Freelancer (from 2003.8) at Rempen + Partner das Designbüro**, Düsseldorf, Germany
 clients: culture (Düsseldorf Drama Hall, Design centre North-rhine-westfalia),
 logistics (Volkswagen Transport), textiles (Ernsting's Family), construction (Ways & Freytag)
 projects: posters, brochures, corporate identities, websites
- scan, search & edit images, image composing, edit plans
 - create presentation materials and bookbinding
 - create designs for new projects of the design office
 - continue running campaigns and create media based on existing CIs
- 9.2001 – 8.2002 **Student Assistant of Prof. Christof Gassner** at Kassel Art Academy (Kunsthochschule Kassel)
 ● support the professor to plan and hold lectures and seminars
 ● assist and train younger students in using the DTP-workspaces
 ● maintain hardware and update the software
- 2.2001 – 8.2001 **Intern at 3st kommunikation**, Mainz
 clients: media (ZDF - Second German Television), telecommunications (D2 Mobil, Vodafone), beverages (Coca-Cola Company), industry (Degussa, Dürr)
 projects: online-shop, client magazine, annual reports
- scan, search & edit images, image composing
 - create presentation materials
 - shoot products for the ZDF-online-shop incl. image editing
 - participate in layouting client magazines
 - create illustrations for client magazines
- 8.1995– 8.1996 **Civil Service (instead of military service) at the German Red Cross Old People's Residence Haiger**

notable projects

- annually 2014 – 17 **ILTM Cannes (International Luxury Travel Market)** – worldwide leading exhibition for luxury travel
 design and create all graphic media for The Leading Hotels of the World's exhibition stand featuring around 150
 Hotels: overview map, various kind of banners, menus, flyers, presentation boards
- 09.2015 – 10.2015 **Multireligious Event celebrating the 25th Anniversary of the German unification**, St. Paul's church, Frankfurt am Main
project leader of the council of religion's work group (see volunteer work)
 plan and coordinate for the project with participating religious groups, the Frankfurt Bureau for multicultural
 matters, the protocol office of the city of Frankfurt as well design and participate in editing the event booklet
- 1.2013 – 2.2014 **Magazine for the Association of Real Estate Corporations of Bremen and Lower Saxony (vdw)
 and Association of North German Real Estate Corporations (VNW)**
 design of the magazine's relaunch, layout on 7 of its issues
6. 2011 **Art exhibition celebrating the 90th anniversary of the Communist Party of China**
 光辉历程 世代画卷 —— 庆祝中国共产党成立90周年美术作品展览
 organized by the National Art Museum of China 中国美术馆
 Corporate Design for the exhibition, including Key Visuals, Posters, Online-Ads,
 Signage of the exhibition, Invitation Cards und Catalogue
6. 2010 – 11. 2011 **Designnova design competition** 天鹤奖
 Corporate Design including Posters, Websites, Award Certificates, Passcards,
 T-shirts, Mugs, Web-Banners, Animations and Redesign of the Logo

- 9.2008 – 7.2010 Doctoral thesis: **Hanzi of the West, Letter of the East – About the combined typographic use of Hanzi and Latin Letters**
西汉字东字母 —— 文字设计中汉字与拉丁字母的混合使用
Supervisor: Prof. Wang Min 王敏教授, Headmaster,
Central Academy of Fine Arts School of Design
Awarded *Best Dissertation 2010* 优秀论文奖
- 2.2002 – 7.2002 **unVorhersehung**, graduation project at Kassel Art Academy,
Awarded the highest grade *GRADUATED WITH HONORS*
- 2000 Corporate design for the **Society of the Brothers Grimm**, Kassel
Corporate design including Logo, key visuals, posters and folders

teaching experience

- 9.2006 – 7.2012 **Lecturer at the Central Academy of Fine Arts School of Design Beijing, Visiting Lecturer at Guangzhou Academy of Fine Arts School of Design and the Communication University of China Nanjing**
- independently plan and prepare courses (with and without co-lecturers)
 - research for and create presentations
 - give lectures for student audience of 5–60 pax
 - tutor on graduation projects of the bachelor students
- course subjects: latin typography, bilingual typography, interactive design, brand development, logo und Visual Identity, interactive- and website-design, editorial design, packaging design
- teaching language: mandarin-chinese

education

- 9.2006 – 7.2010 **Ph.D.** in *Visual Communication*, **Central Academy of Fine Arts School of Design**,
supervisor: **Prof. Wang Min**, a student of Paul Rand of Yale
- 10.1996 – 7.2002 **Artist's degree** (equal to Master of Arts) in *Visual Communication*, **Kassel Art Academy**,
studies with **Prof. Christof Gassner**, a student of Josef Müller-Brockmann at the Kunstgewerbeschule Zürich

volunteer work

- 5.2015 – 5.2017 **Delegate of the Buddhist Fo-Guang-Shan Temple in the Council of Religions Frankfurt**
participate in quarterly sessions of the council, represent the temple in communication on important subjects via email. Also project leader for the Multireligious Event celebrating the 25th Anniversary of the German unification (see projects)

technical skills

software

Adobe Photoshop · Adobe Indesign · Adobe Illustrator · Adobe Dreamweaver · Adobe After Effects · Adobe Flash · Macromedia Freehand · Apple iWork · Microsoft Office · Google Sketchup

programming

Wordpress · Joomla · Sitecore · plone · Facebook · Xing · Salesforce Marketing Cloud · interactive PDFs · HTML/CSS · Flash Actionscript 1 · PHP 4 · BASIC

languages

German (native speaker) · English (proficient) ·
Mandarin-Chinese (intermediate) · French (basic)

hobbies & interests

paper modeling · drawing comic strips · meditation · cycling & hiking · sailing · Karaoke
fine & performing arts · archeology & history · aviation & architecture



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Frankfurt am Main, December 2018