



# OLIVER TSCHERNICK

Freelance Art Direction

Berlin, Germany



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18. march 1987

in Germany,Altenburg

## ABOUT ME

As a digital generalist, I embrace the boundless opportunities of the 21st century. I thrive on marrying impeccable design mechanics with content-first workflows, fostering a process that optimizes our collaborative efforts and ensures the utmost success for every project.

## AWARDS



Coke Mini Kiosk



Future Living Berlin



Coke TV  
(just did the design)

## EDUCATION

### Bachelor of Science

Media Informatics

HS Harz Wernigerode GPA 2.0

3x Minff Award winner

2008 - 2013

Coming from a technical education, I offer a comprehensive understanding of every facet of media production. From the dynamic world of web design to the captivating realm of film and the intricate art of content creation, I excel in leveraging pixels, SVGs, and a seamless digital process.

It was an esteemed privilege to receive personal mentorship from Michael Musal, an invaluable experience where I delved into the foundational aspects of storytelling and illustration techniques honed at Disney.

## WORK EXPERIENCE

### TBWA

Intern Graphics,  
later Designer graphics

2012 - 2014

For my inaugural role, I was entrusted with the MC Cafe Corporate design project under the guidance of my favorite boss by now, Andrew Morgan. This opportunity not only involved crafting compelling pitches for Thomann or Adidas but also introduced me to the rigors of a professional design environment, setting a high standard for my career trajectory.



ABSOLUT.

th•mann

adidas

## Ogilvy

Junior Art Director

2014 - 2016

In the bustling landscape of a newly established Berlin office by Ogilvy, I had the privilege of working with industry giants such as Coca-Cola and Siemens. This experience exposed me to the nuances of handling large-scale clients, navigating tight deadlines, and orchestrating international productions.



SIEMENS





**MISTER SPEX**

Art Director, Teamlead

2016 - 2018

It was quite exciting to lead the graphics and 3D departments for europe's biggest eyewear e-commerce. Together we produced content across all media, a smooth digital workflow and as many good vibes as possible.

**digital design**

- UX/UI Design
- Banners & Ad Campaigns
- Website Optimization
- Adapting Website for Europe-wide Launch

**analog design**

- Store Design
- Packaging Revamp
- Brand Launches:
  - 3 Eyewear Brands
  - Contact Lenses

**concept**

- 3D to Website Workflow
- Graphics Workflow
- Product Picture Setup
- Collaborations
- Ad Campaigns

**Freelance Art Director**  
since 2019

With experience spanning both agency and client landscapes, I've developed a keen understanding of budget intricacies. While agencies frequently champion grand ideas and sizable budgets, they may overlook the aspect of project efficiency. Conversely, client-side interactions are characterized by directness and a relentless focus on real-world outcomes. By engaging my services, you're tapping into the perfect fusion of creative prowess nurtured in agency environments and the pragmatic efficiency forged through direct client collaboration.



**Services**

- |  |  |   |  |
|--|--|---|--|
| <ul style="list-style-type: none"> <li>• UX/UI Design</li> <li>• Banners &amp; Ad Campaigns</li> <li>• Website Optimization</li> </ul> | <ul style="list-style-type: none"> <li>• Branding</li> <li>• Key visuals</li> <li>• Pitch decks</li> <li>• Campaign Visuals</li> </ul> | <ul style="list-style-type: none"> <li>• Digital Workflow</li> <li>• Social media Content</li> <li>• Marketing strategy</li> <li>• Workshops</li> </ul> | <ul style="list-style-type: none"> <li>• Pitch-support</li> <li>• Storyboards</li> <li>• Documentation &amp; Strategy</li> </ul> |
|--|--|---|--|

**EXHIBITIONS**

**48h Neukölln**

Akira shout out:  
NEO Berlin

shown again @  
Museum of Now



**OMOM CRU x FAMA India**

"spiritual technology"

AR-Augmented 3D prints and projection mapping

