

MIK RAHNER

rua de diogo brandão 43/3 andar | porto, 4050-229 |
+49 172 836 2413 | mail@mikrahner.com | www.mikrahner.com

SUMMARY

masters degree in communications design and more than 25 years of experience as a digital visual designer in motion design and brand design, develop and deliver digital design solutions from concept to completion. up to date with contemporary and future trends, digital technologies and best practices in communication with video,

creative consulting and collaboration with marketing teams and other stakeholders to meet business needs. create and execute effective design solutions that inspire and engage target audiences and consumers throughout the user journey and brand touchpoints. working for major international brands on a global level for the advertising, marketing, digital product, brand design and corporate communications industry across various social and digital platforms and channels like instagram, facebook, youtube, tiktok. evaluate and recommend tradeoffs between design impact / brand appeal and business goals / performance / production effort.

hands-on craftsman in graphic design and motion graphics, typography, illustration, photography and videography, film-making and film production, video editing, 2D & 3D design and animation, UX / UI and web design. Software: adobe creative cloud (incl. photoshop, illustrator, premiere, after effects, XD) figma, cinema 4D, miro, notion and word processing and office applications (apple pages / numbers, google docs / slides, microsoft office suite)

out-of-the-box thinker and problem solver with design thinking and user centric design to create concepts, creative tactics, strategies and innovation solutions for branding, story-telling, copywriting, informative content and emotional brand messages. good conceptual thinking and understanding of economic context and business goals, the impact of design and best practices in marketing, advertising and brand identity projects. extensive knowledge of design theory, information architecture and perception psychology and cognition theory in visual communication with film and digital media.

freelancer and former studio owner with a lot of experience in digital film and video production and organizational processes, project management. Work independent or lead, manage and integrate with a cross-functional creative team including designers, copywriters, cinematographers, composers and producers in a fast paced, time-critical and demanding work environment.

PORTFOLIO

www.MIKRAHNER.com

EXPERIENCE

senior motion and brand designer

Jan 2023 - Present

self employed / freelance, porto

Creative concept and visual design for branding, motion design and web / UX design projects. design direction, creative concepts and strategy for advertising and PR agencies, marketing departments, design studios, and film productions, post productions, web design companies and corporate clients on site and in a remote environment

lead the creation from ideation to final execution: design and animate audiovisual assets and highly engaging and effective short form marketing videos along brand guidelines like advertising commercials, product presentations, educational and explainer videos, web and social media content, live events, trade shows and conference graphics

creative consulting and visual concept, project planning and management, digital production services, collaborate, recruit and manage a changing team of freelance designers, copywriters and other creative service suppliers,

expanding and deepening design thinking expertise to create valuable concepts for effective visual design solutions and brand communication. adding UX design expertise by enrolling in google UX professional certificate program to learn and apply user centric approach and processes to my creative concept, digital strategy and motion design work.

senior motion designer / director

Sep 2006 - Nov 2006

teak edit production, san francisco

full service, from concept to production of various motion design projects of a san francisco based media production company for US advertising agencies for brands like PG&E, TiVo and macy's.

visual concept, project management and digital production, leading the inhouse team of designers and editors to produce high value marketing videos and brand assets for the US market.

guest lecturer for motion design

Sep 2004 - Jan 2005

university berufsakademie ravenburg , ravenburg

teaching graphic design students basic concepts of motion graphics including design principles, animation, storytelling and introduction to adobe after effects software.

motion designer / creative director

Jan 2004 - Apr 2022

studio emmar, hamburg

founder and owner of communications design studio & digital film production visual design, brand design, motion graphics, design direction, creative concepts and strategy for advertising and PR agencies, marketing departments, design

studios, and film productions, broadcast & TV stations, post productions, web design companies and corporate clients.

lead the creation from ideation to final execution: advertising commercials, brand and marketing assets, product presentations, educational and explainer videos, web and social media content, on air broadcast design, live events trade shows and conference graphics

creative consulting and visual concept, project planning and management, digital production services, collaborate, recruit and manage a changing team of freelance designers, copywriters and other creative service suppliers,

motion designer / director

Apr 2001 - Oct 2004

self employed / freelance, munich, hamburg & berlin

project based for advertising agencies, post production companies, film productions, media productions, design agencies and music labels.

deepening experience with concepts of brand communication, positioning and visual storytelling. working with a diverse range of people with very different backgrounds and expertise, integrating and / or leading teams of creatives from multiple companies (from small design teams to big advertising agencies)

communications designer

Jan 2001 - Mar 2001

mspect, san francisco / sunnyvale CA, ca (usa)

graphic design and illustration for corporate communication, business papers and presentations

experience in an start-up environment and work culture in a cross-functional team communication in an english only environment and north american business practices

motion designer

Oct 1999 - Oct 2001

self employed / freelance, munich

senior designer for project based motion design work for various advertising and design agencies, film production and postproduction companies.

working in fast paced, time sensitive and high pressure environments, dealing with changing teams, high expectations and demanding clients and creative challenges with tight deadlines.

creative director

Jan 1998 - Jan 1999

voodoo lounge medienproduktion, munich

head of design department, project management and lead and manage a team of creatives (including graphic designers, motion designers, editors, copywriters,, 3d artists and music composers) and coach and train team members (junior designer, trainees and interns)

managing and leading team creatives, creating visual concepts, design pitches and production pipelines, presenting, reporting and giving feedback to team members and clients

art director

Sep 1996 - Jan 1998

bavaria film - on air promotion, munich

graphic design and motion graphics for broadcast design and on air promotion projects for tv stations including 3D animation, video editing and postproduction.

brand design for media and tv stations, concepts of storytelling and story arcs, video and music editing, working in a cross-functional team of producers, video editors, sound designers and 3D designers.

videographer

Sept 1994 - Jul 1996

TVM / gnadenlos produktionen, munich

video camera for local tv station

concepts of cinematography, image composition in video, storytelling in film making, video editing and sound design. first encounter with graphic design in video and tv production

EDUCATION

master degree - communications design

Sep 1992 - Jul 1996

university of applied sciences munich, munich

the communications design degree is a education in classic graphic design with a broad range of design disciplines ranging from graphic design and typography, calligraphy, drawing and painting classes, and photography, to editorial design, design principles, marketing and illustration.

SKILLS

graphic design, typography, illustration, photography, videography, 2D animation, 3D animation, editing, post production

creative strategy, concept, storytelling, design thinking, facilitating design sprints & workshops, user experience design (UX), creative consultancy

film & video production, project management, team lead, training & education, client & stakeholder communication

TOOLS

adobe creative cloud (adobe CC), illustrator, photoshop, after effects, premiere pro, cinema 4D, figma, adobe XD, wordpress, elementor, lottie, miro