

**Mike John Otto**

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20259 Hamburg, Germany

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Follow me @mikejohnotto



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## ABOUT ME

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### **Mike John Otto.**

Executive Creative Director, Brand Shaper, Designer and Artist.

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### **My purpose:**

**„I help forward thinking brands to change by creating culture driven narrative experiences and services that attract and convert humans into fans“**

I am a Executive Creative Director with design thinking and a purpose based marketing approach. My strength and passion lies in creating relevant solutions with a creative, technology and data based approach. I always look for the unseen Story to tell, how to tell it and where to tell it. I believe in Narrative Experiences that convert humans into fans. Having a strong digital DNA, I wish to change the way brands communicate: putting the human in the center of their communication.

In addition to my agency based practice, I am member of the Art Directors Club Germany, member of the D&AD and lecturer at various national design schools for Interaction Branding. I am an Artist and create mixed media art with a drawing bot and do exhibitions in europe since 2014.

I am working for entrepreneurs, agencies and companies in the field of creative strategy, film, branded content, HX and Experience Design. I work hands-on and am experienced as well in leading complex projects and teams in all sizes and structures. My clients work directly and close with me creating a more personal working relationship. From initial ideas to moodboards, storyboards and prototypes to high-end execution, I do creative brand consultancy and craft the certain epic look and feel that moves brands, products and humans – always purpose driven I help to attract and convert humans into fans. What I am: I am a visual engineer, storyteller and brand shaper.

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## EDUCATION

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**University of Applied Sciences** 10/1996- 07/2000  
**Münster. Münster School of Design.**  
Visual Communication / Design  
Degree: Diploma (Diplom Designer)

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## LANGUAGES

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German: native  
English: fluent  
Italien: fluent

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## WORK EXPERIENCE

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**Deloitte Digital / ACNE** 03/2019- now  
[www.deloittedigital.de](http://www.deloittedigital.de)  
Position: Chief Creative Director  
Facts:  
Digital Creative Consultancy  
Head of Creation of the three german Deloitte Digital Studios in Berlin, Hamburg and Düsseldorf and the german ACNE Team.

**BlackBeltMonkey Collective** 01/2008- now  
[www.blackbeltmonkey.com](http://www.blackbeltmonkey.com)  
Position: Founder, Managing Director / Creative Director  
Facts:  
Art & Design Studio  
I founded the BBM Collective with former colleagues. We managed to bond various talents which worked with us during our ongoing individual journeys. The Blackbeltmonkeys are all Freelancer or ones to become. It is a home for every talent that feels to change temporarily and likes to work in teams.

**Philipp & Keuntje**

02/2014- 11/2018

[www.philippundkeuntje.de](http://www.philippundkeuntje.de)

Position: Executive Creative Director, Managing Director

Facts:

360° Advertising Agency (Focus: Purpose Based Marketing)

clients: Sennheiser, Audi, Lamborghini, Rimowa.

In charge of a team of 35 people with the goal to establish Digital Creation and integrated campaign/structures inside PUK. I achieved that our new client Sennheiser became the third biggest Account and the most awarded one, regarding creative output.

**Hi-ReS!**

03/2011- 12/2013

[www.hi-res.net](http://www.hi-res.net)

Position:

Managing Director / Creative Director Hamburg &amp; Berlin Studio

ECD Global.

Facts:

Digital Design Studio (Focus: Digital Arts)

clients: Hyundai, Jägermeister, Becks

In charge of a team of 20 people I founded and established the first Hi-ReS! Studio outside the UK. We achieved being the global lead agency for our client Jägermeister opening a third office in NY.

**Freelance Creative Director**

01/2007- 01/2008

[www.blackbeltmonkey.com](http://www.blackbeltmonkey.com)

Position: Creative Director

Scholz &amp; Volkmer, FarFar, Mother London, North Kingdom, JvM, Neue Digitale, Hi-ReS!

Facts:

Freelance Creative Director

agencies: Scholz &amp; Volkmer, FarFar, Mother London, North Kingdom, JvM, Neue Digitale, Hi-ReS!

Working as a one-man-show for international top-notch agencies. Had the luck to work on some of the most well known and successful digital projects such as "get the glass", "Halo Reach", „adidas Teamgeist" or "Reshaping Excellence".

**Interone Worldwide BBDO**

12/2003-12/2007

www.interone.de

Position: Creative Director

Facts:

Digital full service agency part of BBDO

clients: MINI, BMW, O2

In charge of a team of 25 creatives I was part of the rebranding of MINI as being bought by BMW. As a Creative Director I created all microsite and the relaunch of the mini.com &.de.

During my time at BBDO Interone I won over 45 awards such as Cannes Cyberlions, ADC, Clio, Eurobest and NY festivals.

**Elephant Seven**

04/2003- 12/2003

www.e-7.com

Position: Art Director

Facts:

Digital full service agency and part of Springer &amp; Jacoby

clients: smart, Mercedes Benz, Camel.

In charge of a team of 5 creatives.

**Razorfish**

09/2000- 04/2003

www.razorfish.com

Position:Senior Designer

Facts:

Digital full service agency

clients: Audi, Hypovereinsbank, Mettler Toledo, Arte

My first Agency where I started working. First in London and then in Hamburg and project wise in Munich. I launched with my team the [audi.de](http://audi.de) and created the overall new look & feel for Hypovereinsbank. I learned to think with a user centered design approach there which shaped a lot of my work,

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## AWARDS

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Cannes Mobile Lions Silver	Rimowa Electronic Tag
Cannes Mobile & Cyber Lions 2x Bronze	Rimowa Electronic Tag MINI
Cannes Cyber Lions 2x Silver	MINI Incredibly MINI
Cannes Cyber Lions Shortlist	BlackBeltMonkey.com
Cannes Cyber Lions Shortlist	Interone Website
Clio Gold	Sennheiser the Oracle
Clio 2x Silber	Sennheiser the Oracle
ADC Gold	Rimowa Electronic Tag
ADC 2x Silver	Rimowa Electronic Tag
ADC 4x Bronze	Reshaping-Excellence.com
ADC Bronze	MINI Incredibly MINI
ADC Silver	MINI Roofdesigner
ADC Silver	MINI Turn your Mobile
ADC Bronze	Interone Website
ADC Bronze	adidas sign for your club
ADC Bronze	Who killed the idea
ADC Bronze	Subkulturen Uk
ADC Bronze	Sennheiser the Oracle
ADC Bronze	Sennheiser Momentum
Golden Award of Montreaux	adidas sign for your club
Golden Award of Montreaux	Who killed the idea
Deutscher Digital Award Gold	Rimowa Electronic Tag
Deutscher Digital Award Silver	Reshaping Excellence.com
Deutscher Digital Award Silver	BlackBeltMonkey.com
New York Festivals Gold	BMW ICS New Media
New York Festivals Gold	MINI Incredibly MINI
New York Festivals Silver	MINI Roofdesigner
New York Festivals Bronze	HDI Online Special
New York Festivals Bronze	Edeka Lebensmitteldipom
New York Festivals Bronze	BlackBeltMonkey.com
New York Festivals Finalist	Sennheiser the Oracle
IF Design Gold	BMW ICS New Media
IF Design	BlackBeltMonkey.com
IF Design	Hamburger Dramen
IF Design	Who killed the idea
Epica Gold	BlackBeltMonkey.com

Epica Gold	Who killed the idea
Epica Gold	Sennheiser the Oracle
World Media Award	Who killed the idea
Annual Multimedia	Subkulturen Uk
Annual Multimedia	Who killed the idea
Annual Multimedia	BMW ICS New Media Lounge
Annual Multimedia	Interone Website
IAA Automobile Award	Who killed the idea
Cresta	MINI Incredibly MINI
Cresta	MINI Turn your Mobile
DMMA Silver	MINI Turn your Mobile
Epica	MINI Roofdesigner
LIAA Silver	Sennheiser the Oracle
Eurobest Shortlist	MINI Incredibly MINI
FWA & Adobe Cutting Edge Award	Sennheiser – Reshaping Excellence
FWA Site of the month	Sennheiser – Reshaping Excellence
FWA Site of the day	Sennheiser – Reshaping Excellence
FWA Site of the day	Hyundai Light Reveal
FWA Site of the day	adidas Teamgeist
FWA Site of the day	adidas sign for your club
FWA Site of the day	MINI – incredibly MINI Cooper
FWA Site of the day	MINI John Cooper Works GP

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## LECTURES & JURY WORK

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**Lecturer** 01/09/2016- now

**MSD, Münster School of Design**

Visual Communication / Design

**Lecturer** 01/2009- 10/2010

**Design Factory Hamburg /Shanghai**

Visual Communication / Design

**Member of**

Art Directors Club Germany since 2008

Art Directors D&AD since 2010

**Award Judge**

2020 Art Director Club ADC Jury Chairman, Digital Experiences Jury

2019 Deutscher Digital Award

2019 Art Director Club ADC, Digital Jury

2019 Deutscher Digital Award

2018 Art Director Club ADC, Digital Jury

2018 Deutscher Digital Award

2017 Cannes Lions, Mobile Jury

2017 Deutscher Digital Award, Jury Chairman

2017 Art Director Club ADC, Digital Jury

2016 Art Director Club ADC, Digital Jury

2016 Deutscher Digital Award

2015 Art Director Club ADC, Digital Jury

2014 Art Director Club ADC, Digital Jury

2013 DMMA, Digital Jury

2013 Art Director Club ADC, Event Jury

2013 D&AD, Digital Design Jury

2011 DMMA, Digital Jury

2011 D&AD, Digital Design Jury

2009 Art Director Club ADC, Digital Jury

2008 Art Director Club ADC, Digital Jury

2007 Art Director Club ADC, Digital Jury

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## PUBLICATIONS

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Web Design Flash Sites (Taschen Verlag)	Case feature
Web Design E-Commerce (Taschen Verlag)	Case feature
Web Design Games (Taschen Verlag)	Introduction & Case
Advertising Now Online (Taschen Verlag)	Interview & Case
Hamburgs Kreative. 2010	Introduction & Case
Selection Yearbook 2011	Introduction & Case
Selection Yearbook 2012	Introduction & Case
Page Magazine	Introductions
Weave Magazine	Introductions

M / K E

J O H N

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CREATIVE DIRECTOR  
FOR CULTURE  
DRIVEN  
NARRATIVE  
EXPERIENCES

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## WHAT ELSE?

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I currently have no pets but a girlfriend and a little son. My favourite time of day is dusk and I truly believe that two wheels are better than four but prefer them to be motorised and from the 60s. I do Art, build Cafe Racer and I try not to stereotype, ironically my favourite youth culture are mods and I am a Northern Soul lover. Well...

**Looking forward meeting you!**



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