

**Mike John Otto**

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M / K E

J O H N

— O // O

CREATIVE DIRECTOR  
FOR CULTURE  
DRIVEN  
NARRATIVE  
EXPERIENCES

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## ABOUT ME

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### **Mike John Otto.**

Executive Creative Director, Brand Shaper, Consultant and Designer.

**Hello,** I'm Mike John Otto. Executive Creative Director & Creative Consultant focusing on culture driven narrative experiences. My work not only draws upon visual theories and user-centred research but also Data Visualisation, Cultural Analytics and fast changing cultural trends. I describe myself as a Creative that stands in between the unseen narrative brand staging and data-orientated approach. Therefore, my strength and passion lies in creating relevant solutions with a creative, technology and data based approach.

My creative personality was shaped in the european digital boutique scene, advertising agencies and global consulting firms, where I learned to apply my skills interdisciplinarily. I work and worked for the best agencies such as razorfish, Hi-ReSI, BBDO, Interone, Philipp und Keuntje and ACNE or for companies such as Deloitte. Currently I am working as a Chief Creative Officer and Executive Creative Director at ACNE | Deloitte Digital and I am Founder and Part of the Blackbeltmonkey Creative Collective.

I like to work on a variety of thematic projects that stretch across disciplines, I am able to quickly adapt to the complex and ambiguous variables of a situation, identify insights and understand challenges to create a roadmap to a shared vision that generates value for the customer in alignment with ultimate creative and business goals. My strength and passion lies in creating relevant, mostly digital solutions with a creative, technological and cultural driven approach.

I always look for the unseen narrative to tell, how to tell it and where to tell it. I believe in Narrative Experiences that convert humans into fans and I aim to change the way brands communicate: by putting the human in the center of all communication.

Most of my work emerges from the cross-application of common creative teams and collaboration with other inspiring minds from neurosciences, developers, data scientists or directors. Naturally, my passion influences my private life.

You can find me as a speaker at Festivals discussing the newest design trends, labs to test out the newest VR equipment and judging at ADC or Cannes Lions to philosophy about newest experiences and the scene.

In addition to my commercial work I am a Mixed Media Artist. With more than 20 years of professional practice, I gained the experience and had the pleasure of building products, shaping content and creating narrative experiences for some of the greatest clients. What I am: I am a creative leader, creative consultant, visual engineer, artist, storyteller and brand shaper.

Let's find out how we can work together to change the way brands communicate within culture.

**My purpose:**

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

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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 & 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](http://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](http://mini.com) & [mini.de](http://mini.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 & 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
ADC Bronze	adidas sign for your club
Golden Award of Montreaux	Who killed the idea
Golden Award of Montreaux	Rimowa Electronic Tag
Deutscher Digital Award Gold	Reshaping Excellence.com
Deutscher Digital Award Silver	BlackBeltMonkey.com
Deutscher Digital Award Silver	BMW ICS New Media
New York Festivals Gold	MINI Incredibly MINI
New York Festivals Gold	MINI Roofdesigner
New York Festivals Silver	
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 Teamegeist
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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<b>Lecturer</b>	01/09/2016- now
<b><i>MSD, Münster School of Design</i></b>	
Visual Communication / Design	
<b>Lecturer</b>	01/2009- 10/2010
<b><i>Design Factory Hamburg /Shanghai</i></b>	
Visual Communication / Design	
<b>Member of</b>	
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



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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 believes 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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