

Mike John Otto

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M / K E
J O H N

— O // O
CREATIVE DIRECTOR
FOR CULTURE
DRIVEN
NARRATIVE
EXPERIENCES

ABOUT ME

Mike John Otto.

Executive Creative Director, Brand Shaper, Consultant and Visual Artist.

Hello, I'm Mike John Otto. Executive Creative Director & Creative Consultant focusing on art- driven narrative brand experiences. My work not only draws upon visual theories and user-centred research but also Purpose driven Brand Communication, Cultural Analytics, Art and fast changing cultural trends. I describe myself as a Creative that stands in between the unseen narrative brand and product staging and Art & Culture-driven approaches. Therefore, my strength and passion lies in creating unseen experiences with a creative, technology, culture and art-driven 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 web3 and design trends, labs to test out the newest VR & AR equipment and judging at ADC or Cannes Lions to philosophy about newest brand experiences and the scene.

In addition to my commercial work I am a brand narrative lecturer and Mixed Media Artist. With more than 20 years of professional practice, I gained the experience and had the pleasure of building products, shaping companies and create narrative experiences for some of the greatest brands. 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 clients to stay ahead of culture by creating art- driven narrative experiences that attract and convert humans into fans“

EDUCATION

**University of Applied Sciences
Münster. Münster School of Design.**

10/1996- 07/2000

Visual Communication / Design

Degree: Diploma (Diplom Designer)

LANGUAGES

German: native

English: fluent

Italien: fluent

WORK EXPERIENCE

Artificial Rome

2023- now

www.artificialrome.com

Position: Partner & Executive Creative Director

Facts:

Design Studio for immersive experiences

In charge of the creative output of the studio, New Business, Shaping the Offering and Purpose of the Studio and still being hands-on on Projects as a Executive Creative Director. Head of the new established Hamburg Studio and Showroom, Part of Managing Board for Berlin and Hamburg.

Deloitte Digital / ACNE

2019- 2023

www.deloittedigital.de

Position: Chief Creative Director & Executive Creative Director

Facts:

Digital Creative Consultancy

Head of Creation of the three german ACNE / Deloitte Digital Studios in Berlin, Hamburg and Düsseldorf and the german ACNE Film Team.

Philipp & Keuntje

2014- 2019

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!

2011- 2013

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 third office in NY.

BlackBeltMonkey Collective

2008- now

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.

Interone Worldwide BBDO

2004-2008

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

2003- 2004

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

2000- 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 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,

AWARDS

Cannes Mobile Lions Gold	MINI Always open
Cannes Mobile Lions Silver	Rimowa Electronic Tag
Cannes Mobile Lions Silver	Legacy of Tomorrow Metaverse
Cannes Cyber Lions Silver	MINI Always open
Cannes Cyber Lions Bronze	adidas Teamgeist
Cannes Cyber Lions 2x Bronze	MINI Incredibly MINI
Cannes Cyber Lions Bronze	MINI Turn your mobile
Cannes Cyber Lions Shortlist	BlackBeltMonkey.com
Cannes Cyber Lions Shortlist	Interone Website
Cannes Cyber Lions Shortlist	MINI Turn your mobile
Cannes Cyber Lions Shortlist	adidas Y3 Mirror
Clio Gold	Sennheiser the Oracle
Clio 2x Silber	Sennheiser the Oracle
ADC Gold	Rimowa Electronic Tag
ADC 2x Silver	Rimowa Electronic Tag
ADC 2x Silver	Pringles, AR you Ready?!
ADC 4x Bronze	Sennheiser Reshaping Excellence
ADC Bronze	MINI Incredibly MINI
ADC Silver	Pringles - AR you Ready?!
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 Auszeichnung	Sennheiser Reshaping Excellence
ADC Auszeichnung 2x	SUSE IPO Experience
ADC Auszeichnung	Deloitte Digital Map of Knowledge
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
Deutscher Digital Award Silver	Sennheiser Reshaping Excellence
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	SUSE IPO Experience
IF Design Gold	BMW ICS New Media
IF Design	BlackBeltMonkey.com
IF Design	Hamburger Dramen
IF Design	Who killed the idea
IF Design	SUSE IPO Experience
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

LECTURES & JURY WORK

Lecturer 01/09/2016- now
MSD, Münster School of Design
Visual Communication / Design

Lecturer 2009- 2010
Design Factory Hamburg /Shanghai
Visual Communication / Design

Member of
Art Directors Club Germany since 2008
Art Directors D&AD since 2010

Award Judge

2023 Art Director Club ADC Jury, Web 3 Jury
2022 Eurobest, Business Transformation Jury
2022 Creativepool, Rebel Jury
2022 iF Design, Communications Jury
2022 Art Director Club ADC Jury, Digital Experiences Jury
2021 Art Director Club ADC Jury, Digital Experiences Jury
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

PUBLICATIONS

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

WHAT ELSE?

I currently have no pets but a girlfriend and a little son. I make Art with a drawing bot. 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 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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