

CV

MIKE JOHN OTTO

Mike John Otto

Executive Creative Director,
Creative Consultant & Artist

Bismarckstraße 60
20259 Hamburg

-

Yorckstraße 82
10965 Berlin

Tel. 0049 {0} 1736212172

Mail motto@mikejohnotto.com

Url www.mikejohnotto.com

Social www.linkedin.com/in/mikejohnotto

Follow @mikejohnotto



M / K E
J O H N
— O // O

CV

I am a Executive Creative Director and Creative Lead, Designer and Prompt-Artist based in Hamburg and Berlin.

The focus of my work lies in the triage of art-driven, narrative experiences with a strong (pop)-cultural and technological input. These approaches aim to transform the audience in a sustainable way and make them think or even act. Therefore, my strength and passion lies in the mediation and creation of unseen brand experiences with a design, technology, culture and art-orientated approach.

My professional career started in the early 2000s and includes several international positions at creative agencies like BBDO, ACNE, Philipp & Keuntje and Razorfish, creative boutiques like Hi-ReS! London and Artificial Rome as well as creative consultancies such as Deloitte Digital.

My work involves working with high-profile clients in the culture, fashion, lifestyle and automotive industries and draws not only on visual theories and user-centred research, but also on socially relevant communication, cultural analysis, art and fast-changing cultural trends.

I believe in the power of the image. It is the great narratives and images that stay with us.

Epic images are as powerful as ever, despite all the floods of information. The power of the image plays just as big a role in politics as it does in pop culture, advertising or art. I call this type of creation Art-Driven Creativity.

Art-Driven Creativity incorporates artistic thinking and references from all conceivable art forms and helps to develop the unseen and as yet untold.

My artistic practice often blurs the boundaries between commercial work and artistic innovation projects, creating AI-based and mixed-media art that combines traditional techniques with digital processes, always at the intersection of people and society.

M / K E
J O H N I
— O // O

CV

PROFESSIONAL CAREER

Partner & Executive Creative Director Artificial Rome www.artificialrome.com	2023- now
Chief Creative Officer Deloitte Digital www.deloittedigital.de	2019- 2023
Executive Creative Director ACNE www.acne.se	2021- 2023
Managing Director & Executive Creative Director Philipp & Keuntje www.philippundkeuntje.de	2014- 2019
Managing Director & Executive Creative Director Hi-ReS! www.hi-res.net	2011- 2013
Founder & Creative Director BlackBeltMonkey Collective www.blackbeltmonkey.com	2008- 2011
Creative Director Interone Worldwide BBDO www.interone.de	2004-2008
Senior Art Director Elephant Seven www.e-7.com	2003- 2004
Senior Designer Razorfish www.razorfish.com	2000- 2003

M / K E
J O H N I
— O // O

CV

STUDIES

FH Design Münster

WS 1996- SS 2000

Münster School of Design.

Visuelle Kommunikation / Design

Abschluss: Diplom Designer

SKILLS

Creative leadership & vision

Creating and developing art-orientated timeless experiences.

Activating people for social issues and inspiring them to think. Observing and analysing the latest trends in technology, design and society. Managing hybrid teams for complex brand experiences. Leading team meetings and presentations.

Utilising the latest technologies such as AI, Unreal and Unity.

Languages

German: native

English: fluent

Italian: fluent

Software Skills

Adobe Creative Suit

AI Tools: Midjourney, Luma.ai, Suno, Hedra, Runway

Microsoft Office

Unreal Editor

AR / VR

M / K E
J O H N I
— O // O

CV

LECTURER

Lecturer MSD, Münster School of Design Digital Communication / Design	2016- 2017
Lecturer Brand Academy Brand Communication / Design	2012- 2013
Lecturer Design Factory Visual Communication / Design	2008- 2010
Lecturer HTK Web Design	2008

MORE

MEMBER Art Directors Club Deutschland D&AD	since 2008 since 2010
---	--------------------------

CV

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

EXHIBITIONS

I paint and work on large-scale mixed-media artworks using a variety of techniques, including a drawing robot (Makelangelo) and processing software.

My artworks have been exhibited:

06.09.2024	TYHA Exhibition , AR Studio Berlin
15.12.2023	Markenfilm Art Exhibition , Markenfilm Hamburg
30.11.2018	Tabula Rasa , Oberfett Gallery Hamburg
01.12.2017	Tabula Rasa , Oberfett Gallery Hamburg
28.09.2017	Bots and Cars Exhibition , Island Gallery Hamburg
06.04.2017	Mike Bot , Oberfett Gallery Hamburg
09/10.07.2015	The Extra Hour Cube XH Collective Hamburg

M / K E
J O H N I
— O // O

CV

JURY PARTICIPATION

- 2025 **Art Director Club ADC** Jury, Immersive Tech Jury
- 2024 **Art Director Club ADC** Jury, Immersive Experiences Jury
- 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

CV

AWARDS

Cannes Mobile Lions Gold
Cannes Mobile Lions Silver
Cannes Mobile Lions Silver
Cannes Cyber Lions Silver
Cannes Cyber Lions Bronze
Cannes Cyber Lions 2x Bronze
Cannes Cyber Lions Bronze
Cannes Cyber Lions Shortlist
Cannes Cyber Lions Shortlist
Cannes Cyber Lions Shortlist
Cannes Cyber Lions Shortlist
Clio Gold
Clio 2x Silber
ADC 2x Gold
ADC 2x Silver
ADC 2x Bronze
ADC Gold
ADC 2x Silver
ADC 2x Silver
ADC 4x Bronze
ADC Bronze
ADC Silver
ADC Silver
ADC Silver
ADC Bronze
ADC Bronze
ADC Bronze
ADC Bronze
ADC Bronze
ADC Bronze
ADC Bronze
ADC Auszeichnung
ADC Auszeichnung 2x
ADC Auszeichnung
Golden Award of Montreaux
Golden Award of Montreaux
Deutscher Digital Award Gold
Digital Deutscher Digital Award Silver
Deutscher Digital Award Silver
New York Festivals Gold
New York Festivals Gold
New York Festivals Silver
New York Festivals Bronze
New York Festivals Bronze
New York Festivals Bronze
New York Festivals Bronze
New York Festivals Finalist

MINI Always open
Rimowa Electronic Tag
Legacy of Tomorrow Metaverse
MINI Always open
adidas Teamgeist
MINI Incredibly MINI
MINI Turn your mobile
BlackBeltMonkey.com
Interone Website
MINI Turn your mobile
adidas Y3 Mirror
Sennheiser the Oracle
Sennheiser the Oracle
Diesel VERT
Diesel VERT
Diesel VERT
Rimowa Electronic Tag
Rimowa Electronic Tag
Pringles, AR you Ready?!
Sennheiser Reshaping Excellence
MINI Incredibly MINI
Pringles - AR you Ready?!
MINI Roofdesigner
MINI Turn your Mobile
Interone Website
adidas sign for your club
Who killed the idea
Subkulturen UK
Sennheiser the Oracle
Sennheiser Momentum
Sennheiser Reshaping Excellence
SUSE IPO Experience
Deloitte Digital Map of Knowledge
adidas sign for your club
Who killed the idea
Rimowa Electronic Tag Deutscher
Sennheiser Reshaping Excellence
BlackBeltMonkey.com
BMW ICS New Media
MINI Incredibly MINI
MINI Roofdesigner
HDI Online Special
Edeka Lebensmitteldipom
BlackBeltMonkey.com
Sennheiser the Oracle

M / K E
J O H N
— O / / O

CV

IF Design Gold
IF Design Gold
IF Design
IF Design
IF Design
IF Design
IF Design
Epica Gold
Epica Gold
Epica Gold
World Media Award
Annual Multimedia
Annual Multimedia
Annual Multimedia
Annual Multimedia
IAA Automobile Award
Cresta
Cresta
DMMA Silver
Epica
LIAA Silver
Eurobest Shortlist
FWA & Adobe Cutting Edge Award
FWA Site of the month
FWA Site of the day
FWA Site of the day
FWA Site of the day
FWA Site of the day
FWA Site of the day
FWA Site of the day
FWA Site of the day
FWA Site of the day

SUSE IPO Experience
BMW ICS New Media
Diesel VERT
BlackBeltMonkey.com
Hamburger Dramen
Who killed the idea
SUSE IPO Experience
BlackBeltMonkey.com
Who killed the idea
Sennheiser the Oracle
Who killed the idea
Subkulturen UK
Who killed the idea
BMW ICS New Media Lounge
Interone Website
Who killed the idea
MINI Incredibly MINI
MINI Turn your Mobile
MINI Turn your Mobile
MINI Roofdesigner
Sennheiser the Oracle
MINI Incredibly MINI
Sennheiser - Reshaping Excellence
Sennheiser - Reshaping Excellence
Sennheiser - Reshaping Excellence
Hyundai Light Reveal
adidas Teamgeist
adidas sign for your club
MINI - incredibly MINI Cooper
MINI John Cooper Works GP
Diesel VERT