

# Amy Untch-Tobis

Multidisciplinary Art Director and Designer with 9+ years of experience developing 360-degree campaigns, engaging audiences on social networks, and brand design. Creating authentic work with aesthetic sensibility and a focus on performance.

## Professional History

**Senior Art Director**  
Smartly.io  
Berlin, Germany  
Sep. 2021 – Present

- Involved in creation of bespoke design solutions for clients, such as rich text editing in Smartly Creative Editor, and automated templates for 500+ assets in 8 languages for H&M
- Improved creative studio efficiency by redesigning project kickoff and briefing processes
- Facilitated Smartly EMEA's first full-service production, including a TVC spot for THG brands
- Successfully established detailed briefing documents for bespoke brand-influencer content
- Provided technical feedback to product team resulting in new features added to platform

**Senior Art Director**  
Wunderman Thompson  
Berlin, Germany  
Mar. 2019 – Aug. 2021

- Led art direction and strategic development of global 360 advertising campaigns
- Concept and execution for photo and video shoot, including editing and post-production
- Pitched concept, design, and presentation work resulting in key new-business accounts
- Mentored junior staff and managed creative teams on per-project basis
- Clients: Beiersdorf, Eucerin, Siemens Transportation, Kaspersky, Bayer Health

**Art Director**  
Hashtag You  
Berlin, Germany  
Sep. 2018– Dec. 2018

- Art direction and design for the social media and influencer marketing campaigns of two direct-to-consumer brands as the only creative on-staff at this early-stage startup
- Established visual presence of Ava & May and Million Facets brands for SCM and e-commerce
- Successfully conceptualized, produced, and executed a dual brand production in <2 weeks
- Negotiated production budgets, booked talent, designed social media assets and web banners
- Art direction and post-production of e-commerce assets for both brands

**Art Director**  
solarisBank GmbH  
Berlin, Germany  
Feb. 2018– Aug. 2018

- Led experiential design for major sponsorship of the Speaker's Lounge at Money 20/20 Amsterdam, resulting in increased lead generation and networking opportunities on-site.
- Improved brand recognition and trust by implementing corporate identity guidelines across departments through the creation of design toolkits including forms, decks, and sales material
- Creative direction and project management of animated solarisBank explainer video, used to recruit new partners and explain the SaaS business model in an easy-to-understand manner
- Experiential design of solarisBank office lobby, creating a welcoming space for visitors

**Art Director**  
Swift Agency  
Portland, Oregon USA  
Mar. 2017- Jan. 2018

- Managed design interns as direct reports, resulting in full-time hires and returning interns
- Briefed and ensured the success of designers working on projects for my campaigns
- Led the visual and conceptual direction of the Frappuccino account, ensuring client satisfaction, resulting in retention and expanding of business
- Pre-production briefing and post-production briefing for weekly photo and video shoots
- Clients : Starbucks, Nest, PayPal, Nestle, Adidas, Buitoni, Hot Pockets, and Google.

**Designer**  
Swift Agency  
Portland, Oregon USA  
Sep. 2014- Feb. 2017

- Designed and launched the emoji keyboard and sticker packs for Starbucks, resulting in media praise, 476k installs, and over 85k shares within 1:1 messaging platforms
- Launched the Starbucks Frappuccino Snapchat account, designing and shooting stories for several activations, including live-responding to user-generated content
- Post-production on "The Real PSL", Winner, Best Tumblr Campaign at 2014 Shorty Awards
- Professional-grade photo retouching, animation, editing, and sound design of video assets

## Contact

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## Education

**Bachelor of Science, Graphic Communication Design**  
University of Cincinnati, College of DAAP  
Cincinnati, Ohio USA, 2015  
**Diversity, Equity, & Inclusion in the Workplace**  
University of South Florida, Muma College of Business  
Online Certificate Program, 2021

## Highlights

- Advertising Art Direction
- Brand Design, Corporate Identity
- Photo and Video Production
- Global-market Transcreation
- Adobe Suite (Ps, Ai, Id, Ae, Pr)
- English Language, Native
- German Language, B1.2