

DOUGLAS SAVAGE

CREATIVE DIRECTOR

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Client List.

Daimler Trucks, Nescafé, Asics, Diagio, Reebok, Audible, Ikea, Mercedes, Mini (BMW), Volkswagen, Coke, Fanta, Diesel, Sony-Ericsson, Turner, Mont Blanc, Swarovski, Panasonic, Maybach, Siemens, Deutsche Bank, Zurich, Ecco, HP, Hamburger Bahnhof, Pfadfinderei, Peaches, Astro Records, Pull&Bear (ZARA)

Agencies.

DDB/TRIBAL (Berlin), Ogilvy One (Frankfurt/Berlin), Boston Consulting Group (Berlin), Saatchi & Saatchi (Frankfurt), Scholz & Volkmer (Wiesbaden), The Adventures Of (Berlin), TLGG (Berlin), Jung von Matt (Hamburg), Amsterdam Worldwide (Amsterdam), Strawberry Frog (Amsterdam), Media Catalyst (Amsterdam), AvantGarde (Berlin), La Chula Productions (Barcelona), Vasava Artworks (Barcelona), IconMobile (Berlin), Iris Worldwide (Atlanta).

Education.

Georgia State University

Bachelor of Arts

1992-1998

Diploma in Communications

Concentration in Filmmaking (Directing / Screenwriting)

Degree Studio Fine Art (Drawing / Painting)

Minor in Art History.

Graduated Cum Laude.

Fini Post-Production

Internship

1997-1998

Post-Production / Avid Video Editing

Language.

English: Native Speaker.

German: Fluent.

Spanish: Fluent.

Italian: Conversational.

Portuguese: Beginner.

Work.

BrightHouse / Boston Consulting Group / Creative Director

Berlin, Germany / Atlanta, USA . 2018-2019

Leading creative charge in Daimler Trucks internal branding/purpose project for Trucks global brands (Germany, USA, Brasil, Japan), and internal activation & launch for Mercedes Cars brand purpose.

Iris Worldwide / Associative Creative Director

Atlanta, USA . 2013-2015

Leading creative team, creative direction for clients such as Reebok, Turner, Porsche

Freelance Senior Creative / Creative Director

Berlin, Germany . 2008- Present

Concept, Art Direction, Interactive Design, Animation, Video Production.

Asas de Imaginacao / Creative Contributor

Sao Paulo, Brazil . 2014-2015

Leading creative concept for on-air production of "Costanza & Marilu".

Ogilvy One / Senior Creative (In-House Freelance)

Frankfurt, Germany . 2007-2010

Senior A.D. working exclusively in house under ECD (Jakob) & Global CCO (Kutschinski)

La Chula Productions / Motion Director

Barcelona, Spain . 2007 - 2008

Art Direction, animation and video production for broadcast and music videos with clients such as Coca-Cola (Spain) and Premios Nacionales de Diseño España.

Vasava Artworks / Senior Creative

Barcelona, Spain . 2004 - 2007

Senior art director for clients such as Diesel, BAFF Film Festival, events and exhibitions.

Ministry of Information / Senior AD

Berlin, Germany . 2002 - 2004

Co-developing concepts and design of large exhibition materials (Hamburger Bahnhof), print/projection concepts for events, DVD authoring/design, Music Video production/animation.

Ant Farm Interactive / Senior Designer

Atlanta, USA . 2000 - 2002

Led team in developing/designing larger digital projects for state of Georgia.

BellSouth / Digital Designer

Atlanta, USA . 1998 - 2000

Design and development of internal corporate web for a large regional Telecom.

Fini Post Production / Assistant Avid Editor

Atlanta, USA . 1997 - 1998

Preparation and rough cutting of tv commercials and music videos for broadcast.

More about me

We live in interesting times. Obviously besides the daily news apocalypse, things are getting interesting for working in communication. We are processing new ideas; of what brands can be, of how to use new technologies to express ourselves and converging these things around more meaningful personal and collective experiences. And although we live in an ever more visual culture, solid ideas and good storytelling have become more important than ever for standing out against the noise. So i think the last 18 years working in this changing landscape has taught me the importance of a strong strategic and conceptual footing. Combining this with plenty of hands-on production experience, I've been lucky enough to work within a broad spectrum of mediums; whether it's video production, photography, illustration, animation, 3D, online or offline experiences.

I still believe there's a kind of timeless element to what we do; connecting audiences with something unique human and emotional in the stories we tell. When given the chance, i love drilling down into the DNA of a brand or brief to find that emotional truth at the center of it all. I think its our job to better understand a culture or audience to build more honest creative strategies.

Freelancing in a variety of agencies over the years has been essential to my own creative evolution. I find it instrumental to gaining a more universal experience to explore new thinking, trends and cultures abroad. It has taught me how to connect and work well with anyone, anywhere. These insights have helped me to deliver great work to an agency or client.

Most recently I have been working as a freelance creative director and senior creative, to bring creative life to campaigns and creative strategies with a variety of agencies in Germany. In my "down-time", i've been developing an "advertising for good" model to bring causes and CSR together, as well as writing concepts for children's television shows.