

ANKE M BUCHTA

Head of Interactive Design

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date of birth 01/08/1981
nationality German

Work Experience

01/08/2012 - today **iris London, UK**
Head of Digital Design

In the summer of 2012, as part of a design improvement programme, iris sought to combine offline design, artwork and digital design. I was given the role of Head of Digital Design to run the digital department and lead a team of 8 digital designers of all levels. I worked in partnership with the Head of Design and Head of Artwork to create and implement an integrated design studio, known as "OneStudio" and ensure that our main focus is the development of integrated solutions for the wider strategic goals of the agency.

04/10/2011 - 31/07/2012 **iris London, UK**
Senior Creative

As a Senior Creative I lead a team of designers to deliver services to a wide range of clients that included Sony Global, Volkswagen UK, Durex and Fudge. In this role my key challenges were to fully understand the clients needs, cater for all digital advertising channels and getting the right balance between conceptual creative and hands on design. I was able to use my previous knowledge and experience from LBi as a fully digital and rather webdesign led agency to good effect and support many successful pitches to these and other iris clients.

22/06/2010 - 28/09/2011 **LBi London, UK**
Interactive Art Director

Work at LBi has involved leading art direction across numerous projects with well-known clients such as BT, e.ON, RBS and the Premier League. I've also had the chance to dive deep into User Experience, working with colleagues in one of the largest UX departments in Europe. Blending departments is one of the top priorities within projects, so I have gained a lot of experience of the UX world. My latest projects involved the creation of apps for mobile devices. Creating apps that achieve a consistent feel and experience across all smart phones and tablets is a challenge. However, I find the full end-to-end process from research, through creating user journeys and user testing, to the final product existing in the app store, to be quite exciting.

31/03/2010 - 18/06/2010 **VCCP London, UK**
Creative

Working in a full service advertising agency I had the chance to get insights from the world of traditional advertising. Seeing the whole picture, finding an idea that works in every channel - both offline and online. I worked independently creating and developing digital concepts.

01/08/2008 - 01/08/2009 **Plan.Net Zweite Munich, Germany**
Interactive Art Director

As Interactive Art Director I was the creative lead for 3 key accounts and I also mentored one design trainee and two design producers. Together with a copy partner I created ideas for various online campaigns.

01/12/2006 - 31/07/2008 **Plan.Net Zweite Munich, Germany**
Junior Art Director

I worked in teams of 5 on different projects developing online advertisements across various digital media channels. In addition I had the chance to focus more on re-designs of brand websites which helped me to improve my design skills.

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01/04/2006 - 30/11/2006 Plan.Net Concept Munich, Germany Thesis Communication Design

After my internship, Plan.Net invited me to stay for the duration of my thesis. I wrote, designed and animated an interactive eJournal.

15/11/2005 - 31/03/2006 Plan.Net Concept Munich, Germany Internship Communication Design

Before my degree I decided to undertake a second internship to gain work experience and to obtain insights from the industry. During this time I learned a lot about online advertising through my work in animating online banners in Flash for various clients.

01/09/2003 - 28/02/2004 COSA LOGO Internship

An internship during my second year at university working in a small Web Design Agency in Mannheim, Germany. Duties included developing Flash applications and presentation discs for clients as well as website design. This internship called upon many skills I had learned and tested my ability to put them into practice in real world situations.

Education

01/08/2009 - 16/06/2010 HYPER ISLAND Stockholm, Sweden Digital/Interactive Education

Special Modules: Understanding Group and Leadership, Idea Development, Interactive Art Direction

Graduation: Diploma in Interactive Art Direction

11/03/2002 - 24/11/2006 Hochschule Mannheim, Germany University of Applied Sciences

Special Modules: Typography, Interface Design, Navigation Design, Interactive Design

Graduation: Diploma in Communication Design

Degree: 1.8 (1-6, 1 is best)

Additional skills

Understanding Group and Leadership
User Experience
Adobe CS6
HTML and CSS

Awards

2008 Mobius Award - Online, Gold
Comprix - Online, Gold
OnlineStar - Online, Silber
NY festivals (adv)- Online & Design, Bronze
Epica - Online, Bronze
New Media Award - Online, Bronze
One Show Interactive - Online, Merit
Cresta - Online, Finalist
Eurobest - Interactive, Finalist
Cannes Lions - Cyber Lions, Finalist
2007 Airport Media Award - Free Motives, Gold
2006 New Media Award - Young Creation, Bronze

REFERENCES available upon request