

Marcel Lunkwitz
Creative Direction &
Visual Systems

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www.marcel-lunkwitz.de

Berlin, Germany

With a multidisciplinary practice across branding, digital product design, motion and emerging mediums, I've shaped visual identities, design systems and immersive experiences for brands such as *Breuninger*, *KaDeWe*, *UniCredit*, *HanseYachts AG* and *Société Angélique*. My work merges conceptual rigor, narrative thinking and technological insight into coherent, future-forward design.

Experience

Senior Art Director — XIX (2019–Today)

Led visual systems, digital experiences and campaigns for **Breuninger**, **KaDeWe**, **UniCredit**, **HanseYachts AG** · Directed a **Breuninger** editorial campaign increasing engagement by 25% · Developed branding and UI solutions improving digital interaction · Built scalable design systems with development and content teams.

Art Director & Consultant — Freelance (Since 2018)

Alongside my full-time roles, I work on a project basis for clients such as **Société Angélique**, **Bernhard Willhelm**, **Peugeot**, **Deutsche Börse Group**, **Möve**, the **Ministry for Economic Affairs, Labour, Energy and Climate Protection of the State of Brandenburg**, and **Berlin Design Week** · Developing brand ecosystems, digital communication formats and immersive concepts · Creating the traceability-focused brand identity for **Société Angélique** · Working across AR-based formats, editorial storytelling and visual systems.

Senior Art Director — Greentech Festival (2018–2019)

Directed the festival's visual identity and interaction design · Led design team and coordinated branding with production partners · Increased visibility and coherence of the overall brand presence.

Lead Art Director — Wolfgang Joop / Wunderkind (2015–2018)

Directed branding and creative concepts across brands and licensing partners including **Galeria Kaufhof**, **Wiener Silber Manufactur**, **Vorwerk**, **Flair Sunglasses** · Shaped visual and narrative direction for multiple Joop sub-brands · Guided teams across identity, digital communication and campaign execution.

Head of Design Accessories — WUNDERKIND (2012–2015)

Led a team of five designers executing the Creative Director's vision across identity, campaigns and digital touchpoints · Enhanced e-commerce UX and online shop design, contributing to increased sales · Developed accessory product lines, textile prints, brandspace concepts and editorial visuals.

Core Skills

Branding & Identity, Design Systems,
UI/UX, Motion & Narrative, 3D & Spatial
Design, Experience Design

Tools

Figma, Blender, After Effects, CSS,
HTML5, Java, Capture One, Adobe
Creative Cloud, AI Workflows

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Previous Roles

Designer at **Neue Gestaltung**, **WUNDERKIND**, **Stephan Schneider Antwerp**, **hauserlacour**. Clients included **Deutsche Börse Group**, **Deutsche Bank** and culturally driven institutions.

Education

Burg Giebichenstein University of Art and Design Halle, Diploma in Design
Academy of Fine Arts Leipzig, Typography & Editorial Design

Selected Clients

Breuninger, **KaDeWe**, **UniCredit**, **Société Angélique**, **HanseYachts AG**,
Deutsche Börse Group, **Peugeot**, **Bernhard Willhelm**, **Wiener Silber
Manufactur**

Awards and Recognition

German Design Award (Jury Member)
Red Dot Award, Communication (Winner)
IF Award, Communication (Winner)
European Fashion Award (1st & 3rd Prize)

Featured in

Vogue (US, UK, Paris), W, Dazed, i-D, Elle, Achtung, Dust.
Whitelies GER, Icon GER, ZOO NL, ROM Mag, Double FR,
SCHÖN! Magazine