

Marcel Lunkwitz
Senior Art 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 (2022–Today)

Responsible for visual systems, digital experiences and campaigns for **Breuninger**, **KaDeWe**, **UniCredit** and **HanseYachts AG** · Directed a Breuninger editorial campaign increasing engagement by 25% · Built scalable design systems with development, content and strategy teams.

Art Director — XIX (2019–2022)

Designed branding and UI solutions improving digital interaction · Developed campaign and editorial formats for retail and finance clients · Worked closely with strategy and development 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.

Freelance Art Director — Greentech Festival (2018–2019)

Designed the festival's visual identity and interaction design · Coordinated branding with production partners and internal teams · Built a consistent, visually strong brand presence across all touchpoints.

Art Director — Wolfgang Joop, WUNDERKIND (2015–2018)

Developed branding and creative concepts across brands and licensing partners including **Galeria Kaufhof**, **Wiener Silber Manufactur**, **Vorwerk** and **Flair Sunglasses** · Shaped visual and narrative direction for multiple Joop sub-brands · Collaborated with interdisciplinary teams across identity, digital communication and campaign execution · Led a team of three designers.

Core Skills

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

Tools

Figma, Blender, After Effects, CSS,
HTML5, JavaScript, Capture One,

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Designer, Creative Assistant — WUNDERKIND (2012 – 2015)

Supported the Creative Director across identity, campaigns and digital touchpoints · Developed accessory product lines, textile prints, brand-space concepts and editorial visuals · Contributed to e-commerce UX and online shop design.

Previous Roles

Designer at **Neue Gestaltung**, **Stephan Schneider Antwerp** and **hauserla-cour**. 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 and 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