

Portfolio
Felix Genzmer - Senior Art Director



Curriculum Vitae

Name	Felix Genzmer
German address	Am Zollhafen 5a 20539 Hamburg Germany
E-mail	felix@lablob.com
Date of birth	07.06.1980
Place of birth	Hamburg
Nationality	German
Marital status	Married
Education	High school diploma

Employment history

March 2010, Promoted to Senior Art Director for Global Interactive, Cheil Worldwide, Seoul

January 2008 - February 2010, Art Director for Global Interactive, Cheil Worldwide, Seoul

Independent supervision and implementation for all global product campaigns from the main client Samsung and several minor clients. My tasks include developing and presenting creative concepts and pitch layouts for global interactive campaigns. Briefing and supervision of external graphic production companies, illustrators, film production companies, 3D and sound specialists. Supervision of productions, film shootings and film editing, and designs.

March 2007 - December 2008, Junior Art Director, Interone Worldwide, Hamburg

Independent supervision and implementation of graphical content on bmw.com. My tasks include approving graphics and layouts, developing concepts and storyboards for film and 3D productions, attending film shootings and film editing, developing pitch ideas and designs, and online style guide development.

February 2003 - February 2007, Screen Designer, BBDO Interone Worldwide, Hamburg

Implementation of online projects both independently and in collaboration with an Art Director for clients such as BMW, Interone, Knorr Vie and Dove. My tasks included selecting shooting material, editing images, developing layouts, Flash design and pitch involvement.

August 2000 - January 2003, Media Designer apprenticeship for digital and print media, Kabel New Media, Hamburg

My apprenticeship specialized in non-print media. My tasks included working as a Screen Designer, in close collaboration with an Art Director, to implement online projects for clients such as Henkel, BMW, MINI, Dresdner Bank, NordLB and Lufthansa Technik.

Screen design internships

June 2000 - August 2000, screen design internship at Kabel New Media, Hamburg

March 2000 - May 2000, screen design internship at OV-Medien, Hamburg

July 1999 - February 2000, screen design internship at DDD Design, Hamburg

Skills

Software

Highly-skilled knowledge of

- Adobe Photoshop
- Microsoft Office
- Adobe Flash

Skilled knowledge of

- Illustrator
- Sorenson Squeeze
- Fireworks
- Quark Xpress

Basic knowledge of

- Premiere
- After Effects
- Dreamweaver
- Audition
- InDesign

Computer programs

Basic knowledge of

- Actionscript 2
- HTML, CSS, DHTML

Languages

Mother tongue

- German

Fluent

- English

Basic knowledge

- French, Korean

Projects

SAMSUNG F300 Mobile

Client

SAMSUNG

URL

www.twinsbecomeone.com

Agency

Cheil Worldwide

My role

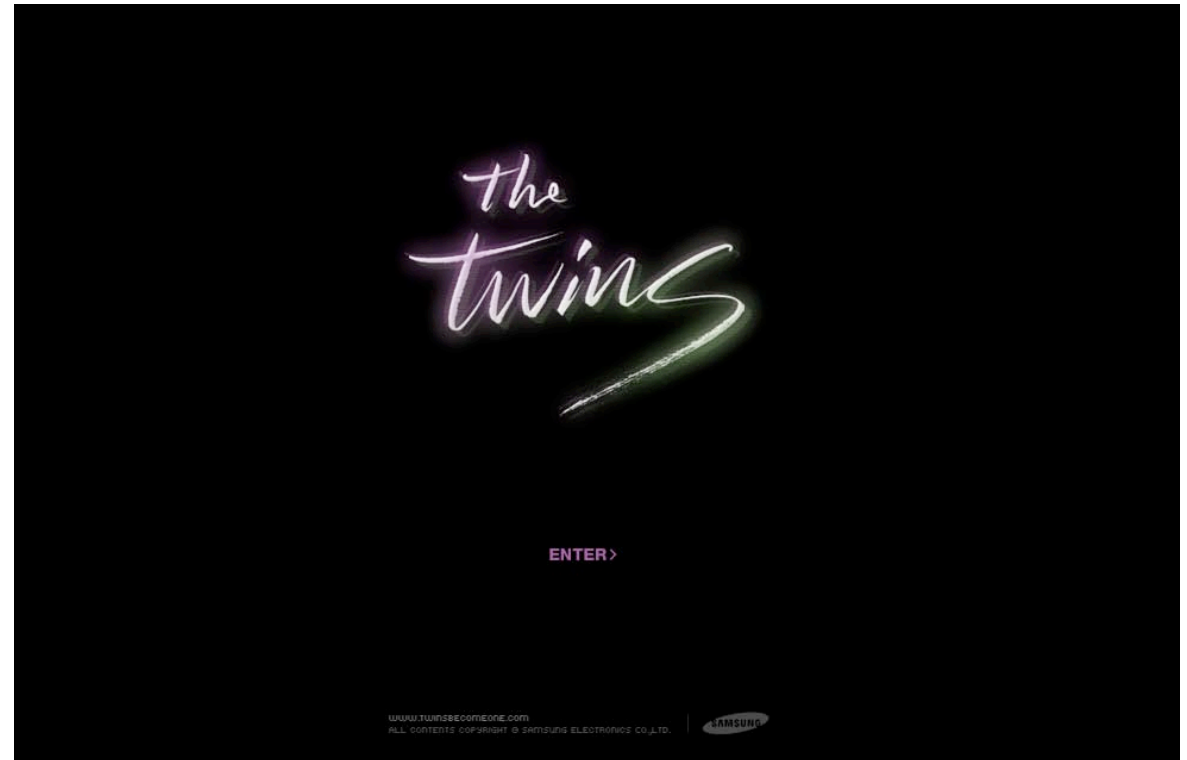
Creative concept, briefing and supervision of the production company, attempt the shooting, supervise the layout production

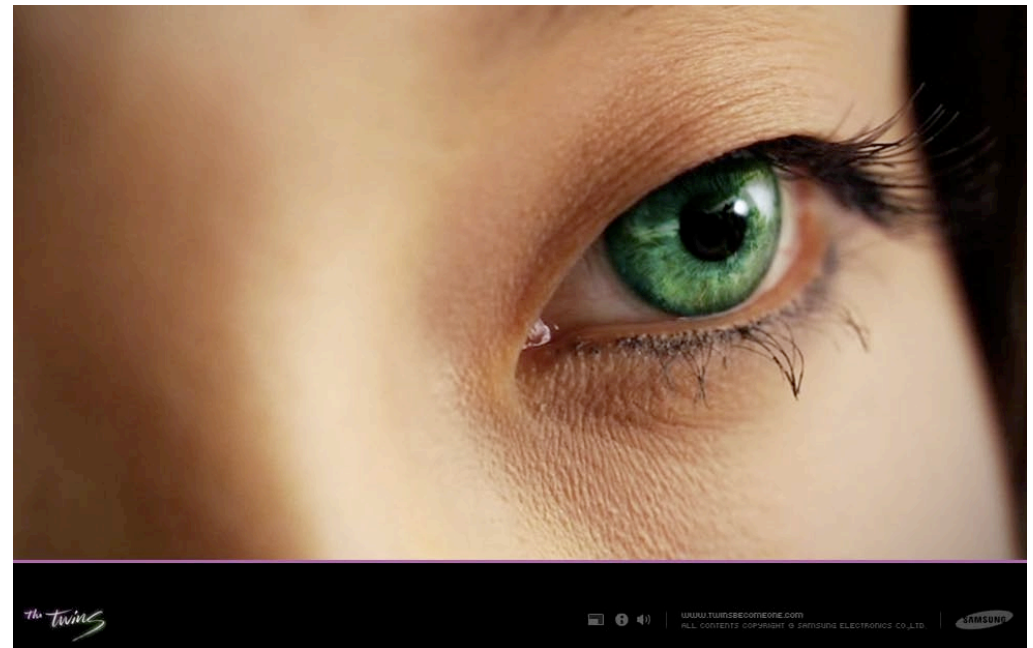
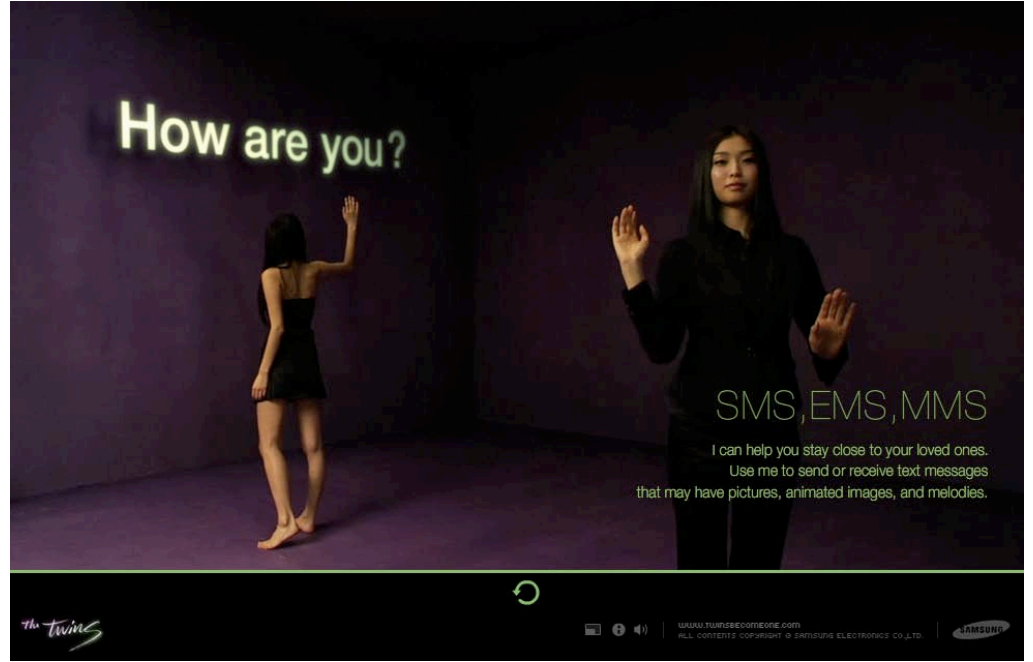
Project description

The „Twins Become One“ webspecial is a branded entertainment concept. We tell the enchanting yet surreal story of identical twins living in a world of separation (2 devices longing for unity) - and through rich-media interaction with the 2 girls the user can learn that the Ultra Slim has 2 sides - and by connecting the twins together learn that the device has multi-purpose functionality.

The first task was to position the Samsung Ultra Slim mobile phone into the hearts and minds of the target group - predominantly Female 18-30 - as the ultimate fashion lifestyle mobile phone

The second and more important task was to create a F300 download-able widget with provides by using VOIP technology free phone calls, free SMS, and MP3 player functionality. We crated a new kind of CRM tool were the user can test the phone call functions and enjoys the Mp3s entertainment.







FREE!

*phone calls
SMS
and play MP3s*

SAMSUNG F300 ULTRAMUSIC
WIDGET
DOWNLOAD >

PLAY AGAIN



WWW.TWINSBECOMEONE.COM
ALL CONTENTS COPYRIGHT © SAMSUNG ELECTRONICS CO.,LTD.



SAMSUNG CLP 315

Client
SAMSUNG

Agency
Cheil Worldwide

My role
Creative concept, briefing and supervision of the production company, attempt the shooting, supervise the layout production

Project description

The small office is a branded entertainment global online campaign for the new SAMSUNG color laser printer. The microsite is a video documentation about a British office worker named Philip Tubb and his special office. He is the CEO of his one man company. He is working in a extreme small office using small office equipment and believes in its efficiency. He is explaining in four episodes his office and the philosophy behind it. Of course he is using the smallest color laser printer in the world, the new SAMSUNG CLP 315. In this small office environment, daily life situations are causing a lot of problems, special when other people are involved.

Beyond the microsite we created a multi channel viral concept including, a Philip Tubb Blog, two movie trailer on Youtube, a Philip Tubb Youtube Channel with all episodes, a public Flickr account with a lot pictures of Phillip and his small office.

the **small**office

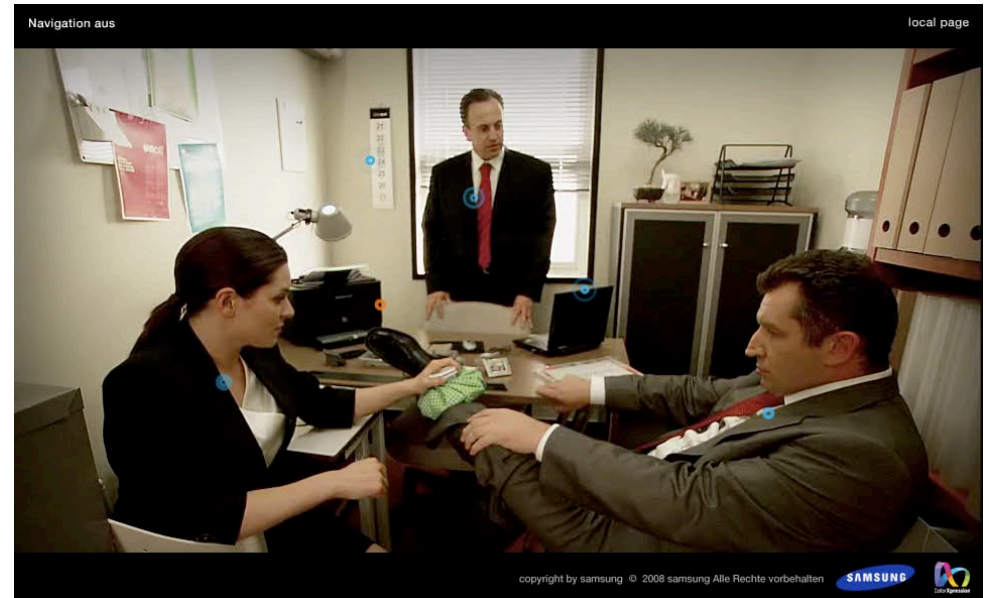
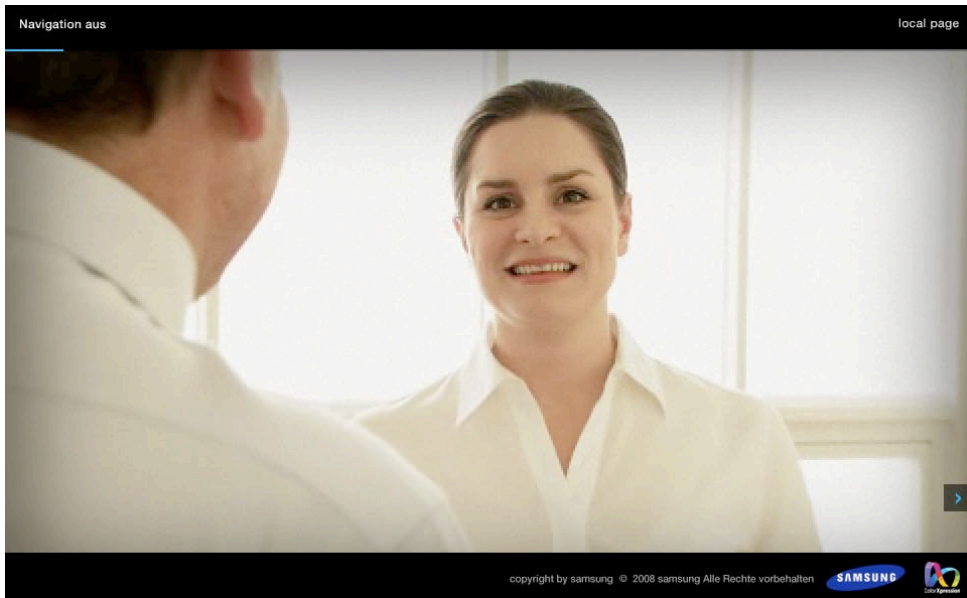
finden Sie heraus, wer der wirkliche Held ist

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SAMSUNG

Color Experience





flickr powered by
Signed in as felixgenzmer | Help | Sign Out


Home You Organize Contacts Groups Explore


Search thesmalloffice's photostream Search


thesmalloffice's photostream
Sets Tags Archives Favorites Profile


The man, the machine

Philip Tubb, CEO of Philip Tubb Consulting, www.thesmalloffice.org
All rights reserved
Uploaded on Apr 3, 2008
0 comments

Welcome to my realm

If you ever wondered what a buzzing hub of international activity looked like - now you know!
All rights reserved
Uploaded on Apr 3, 2008
0 comments

Putting a face to the name

Who could refuse such a smile?
www.thesmalloffice.org
All rights reserved
Uploaded on Apr 3, 2008
0 comments

Company HQ

Welcome to life in the fast lane.
www.thesmalloffice.org
All rights reserved
Uploaded on Apr 3, 2008
0 comments

A man of stature

If these walls could talk.
www.thesmalloffice.org
All rights reserved
Uploaded on Apr 3, 2008
0 comments


New addition to the Tubb family

My new CLP-315 is smart, efficient, strong and reliable - just like me.
www.thesmalloffice.org
All rights reserved
Uploaded on Apr 3, 2008
0 comments

YouTube Videos | Kanäle | Community | Videohosting

Signed in as felixgenzmer | Hilfe | Kontakt | Qualität | Hilfe | Abmelden | Suchen

Videos | Favoriten | Playlists | Gruppen | Freunde | Abonnenten | Abonnements

PhilipTubbConsulting Abonnieren


PhilipTubbConsulting
Gebitt: 26. März 2008
Letzte Anmeldung: vor 3 Monaten
Gesiehene Videos: 36
Abonnenten: 2
Kanalschlüssel: 428

My name is Philip Tubb, CEO of Philip Tubb Consulting, and I'd like to use the world wide web to share with you my recipe of success for running your own, small business. As I'm known in the trade as a bit of a small business guru, you may want to get yourselves a pen and paper as I'm sure you'll find my help and advice enlightening, informative and most certainly invaluable.

Name: Philip
Alter: 42
Family status: Single
Education: Economics degree
Employment history: Started as a Junior Consultant at a small Management Consultancy firm. Later moved on to larger consultancy companies in the IT industry. Set up own organisation 5 years ago.
Lust: Großartigkeiten und Nordstrand
Beruf: CEO
Unternehmen: Philip Tubb Consulting
Interessen und Hobbys: Militärische railways, leadership seminars, Bonsai gardening - I am particularly proud of my office plants which are on display at www.thesmalloffice.org
Filme und Shows: my own documentary
Website: <http://www.philipTubb.biz>
Versteck bei Profleymob malden

Kontakt zu PhilipTubbConsulting

- Neuromf senden
- Kommentar hinzufügen
- Sozial websites
- Nutzer anzeigen
- An Freund hinzufügen

<http://de.youtube.com/PhilipTubbConsulting>

the small office trailer_b
von PhilipTubbConsulting
Aufrufe: 312


Videos (2) Videos von PhilipTubbConsulting abonnieren

the small office trailer_b
Hinzugefügt vor 3 Monaten
Aufrufe: 312
09:44

the small office trailer_a
Hinzugefügt vor 3 Monaten
Aufrufe: 319
01:00

Abonnenten (2)


Kanalkommentare
Für diesen Nutzer gibt es keine Kommentare.
[Kommentar hinzufügen](#)



Hello and welcome to my blog.

My name is Philip Tubb, CEO of Philip Tubb Consulting, and I'd like to use the world wide web to share with you my recipe of success for running your own, small business. As I'm known in the trade as a bit of a small business guru, you may want to get yourselves a pen and paper as I'm sure you'll find my help and advice enlightening, informative and most certainly invaluable.

Trailer_b
April 4th, 2008



www.thesmalloffice.org

Tags: CLP-315, laser, office, philip, printer, small, tubb
Posted in 1.The Documentation | No Comments >

About Philip Tubb

- All about me

Recent Posts

- Trailer_b
- Trailer_a
- Boost morale
- The element of surprise
- Ready for action


Categories

- 1.The Documentation
- 2.The Philip Tubb Steps to Success
- 3.Tips from a Small Business Master
- 4.Picture gallery

Links

- Philip's Flickr
- Philip's Youtube
- Samsung printer
- the small office

Philip's flickr



BMW 3 Series Sedan

Client
BMW

URL
www.bmw.com/3series

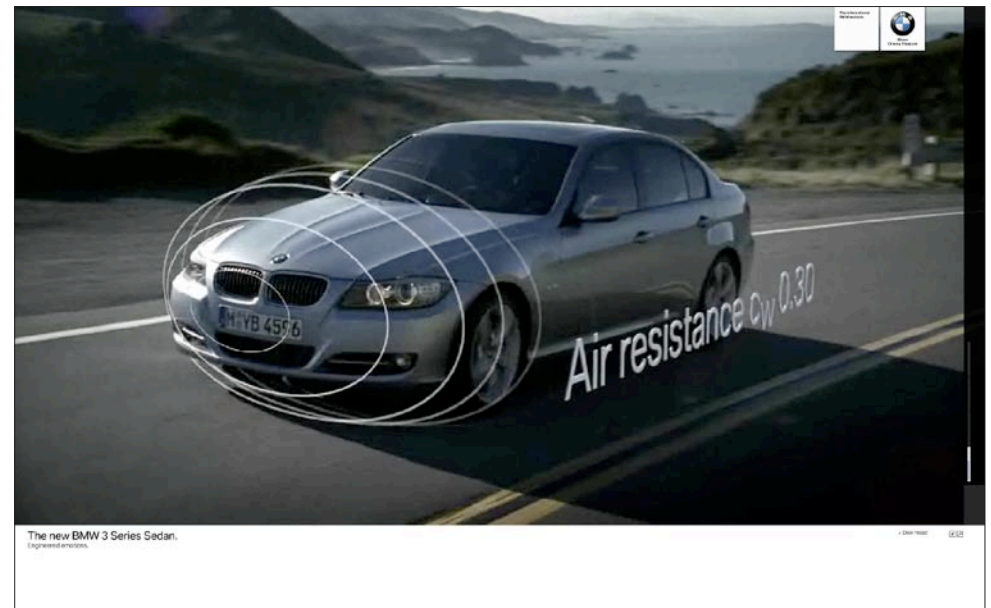
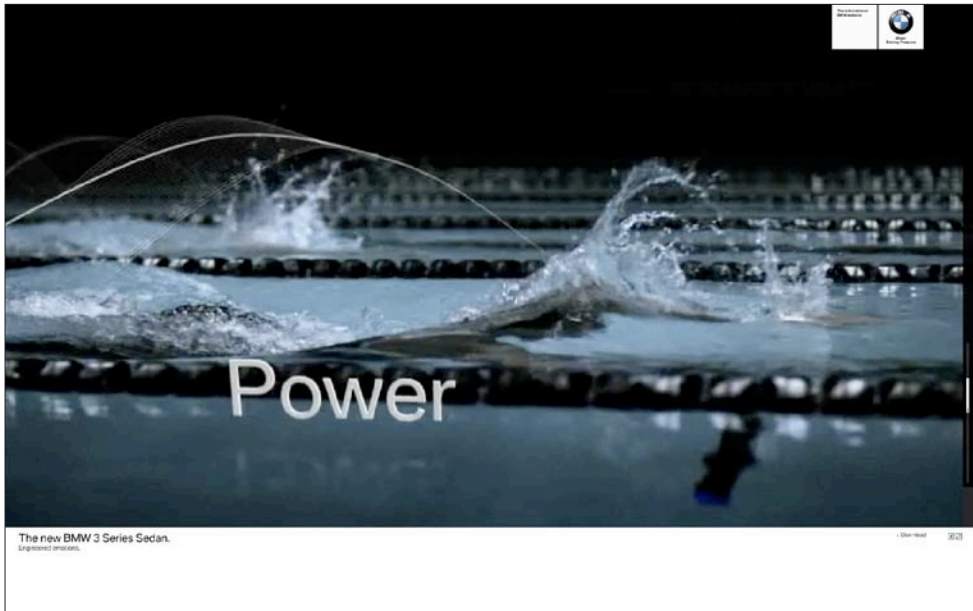
Agency
Interone Worldwide

My role
Creative idea and concept, first layouts.

Project description

At the center of the internet highlight: the vehicle, depicted in its original size, with content integrated upon and within the car. Supplementing elements include motion graphics and video sequences along with an online lead-generation mechanism to truly match the scale: registered users can download a life-size poster of the BMW 3 Series Sedan, for printing out at the office and hanging up in the garage.





BMW M3 Introduction

Client

BMW M GmbH

Agency

Interone Worldwide

URL

http://www.bmw.com/com/en/newvehicles/mseries/m3sedan/2007/experience/phase_1/experience.html

My role

Creative idea and concept, first layouts.

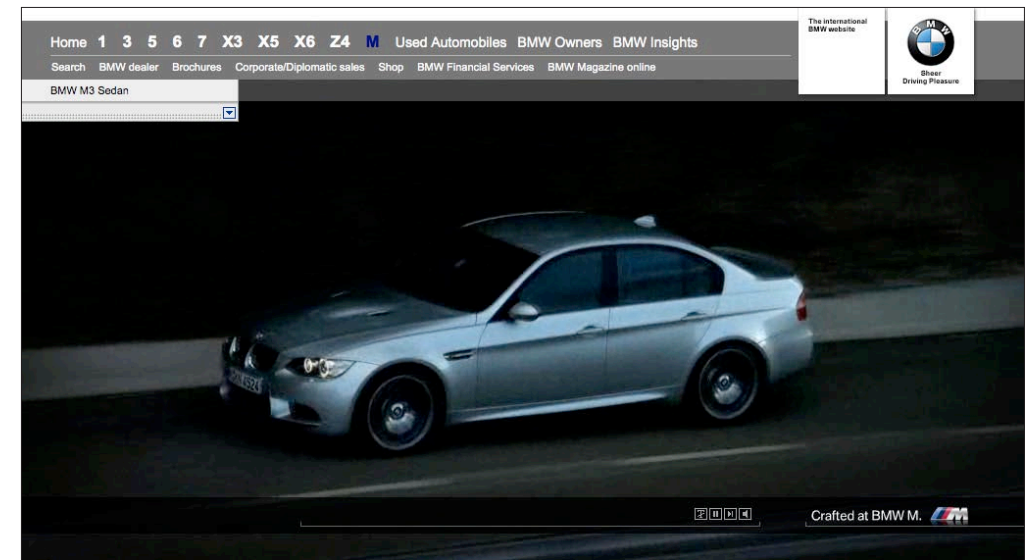
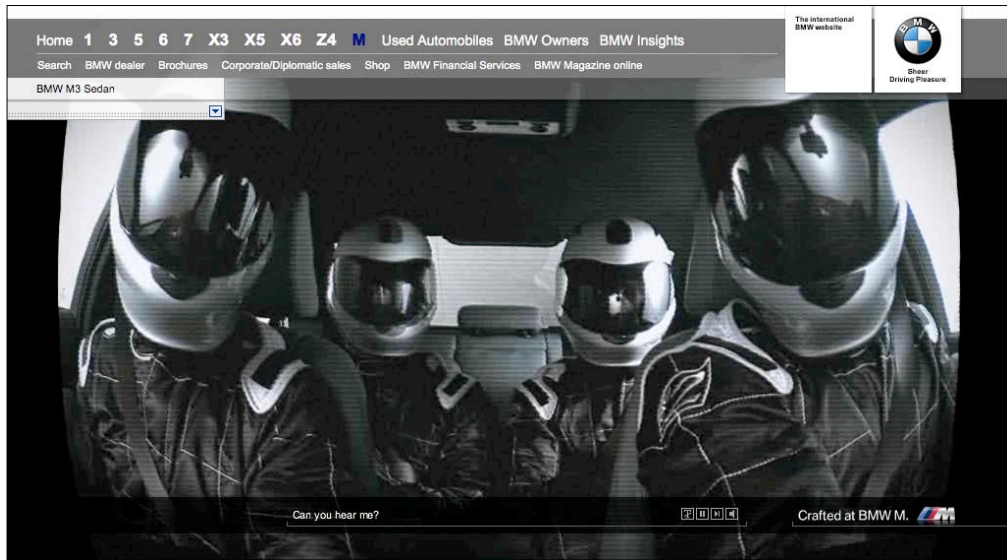
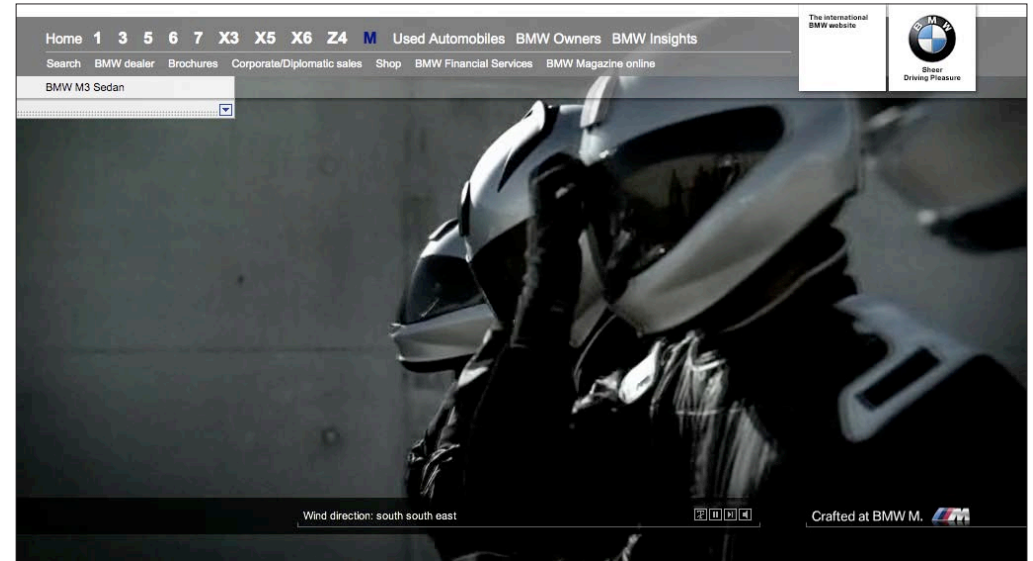
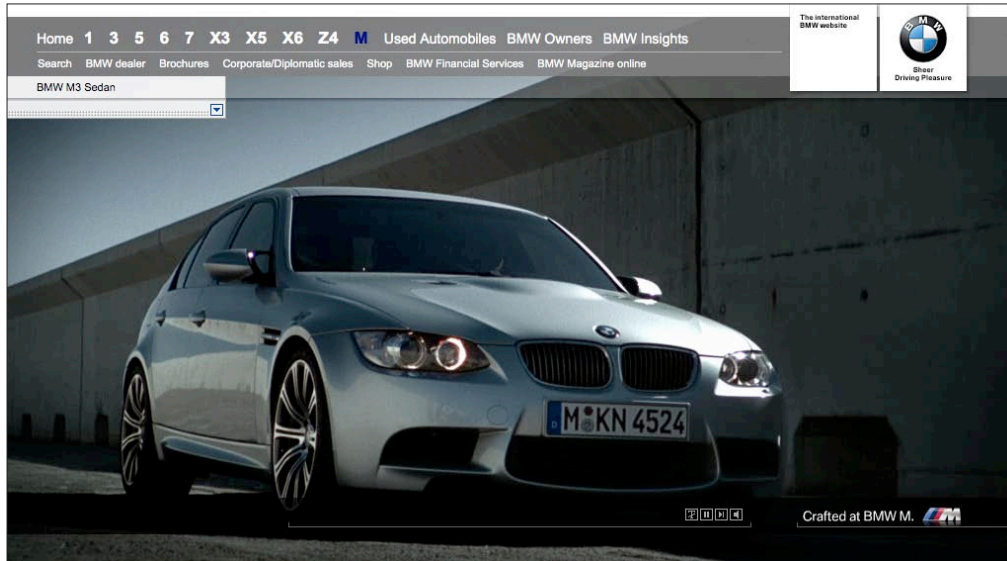
Project description

A introduction movie for the new BMW M3. Four professional test drivers taking the BMW M3 on a short sprint test on a racetrack. After the test is complete they refuse to drive back, they switch off the surveillance camera and take the car for a joy ride outside the racetrack to enjoy the complete driving experience of the new BMW M3.

Award

New York Festival - Finalist Certificate, 2008





BMW 1 Series Gadget

Agency

Interone Worldwide

My role

Creative concept, layout and design, seeding

Project description

The target group of the new BMW 1 Series has a high affinity for gadgets like MP3 players and BlackBerrys. This is the reason why we developed a fictitious mysterious tool that plays DVDs, has a color screen and saves energy. It aims to represent the diverse product properties of the BMW 1 Series is the one with features like Bluetooth, Passive Access or upgraded iDrive, which for this vehicle class is unique. To the confuse the user even more, the gadget constantly morphs his form.

With the official launch date of the BMW 1 Series we solved the riddle what this gadget really was, a metaphor for the new BMW 1 Series. The gadget appeared on Flickr, Google Video and on the website bmw.com. With a few smart comments on blogs we generated a buzz that tripled the visits at bmw.com and we had postings in almost 200 blogs.

Award

Autovision 2007 - Gold





SAMSUNG Lapfit Monitor

Client

SAMSUNG

Agency

Cheil Worldwide

URL

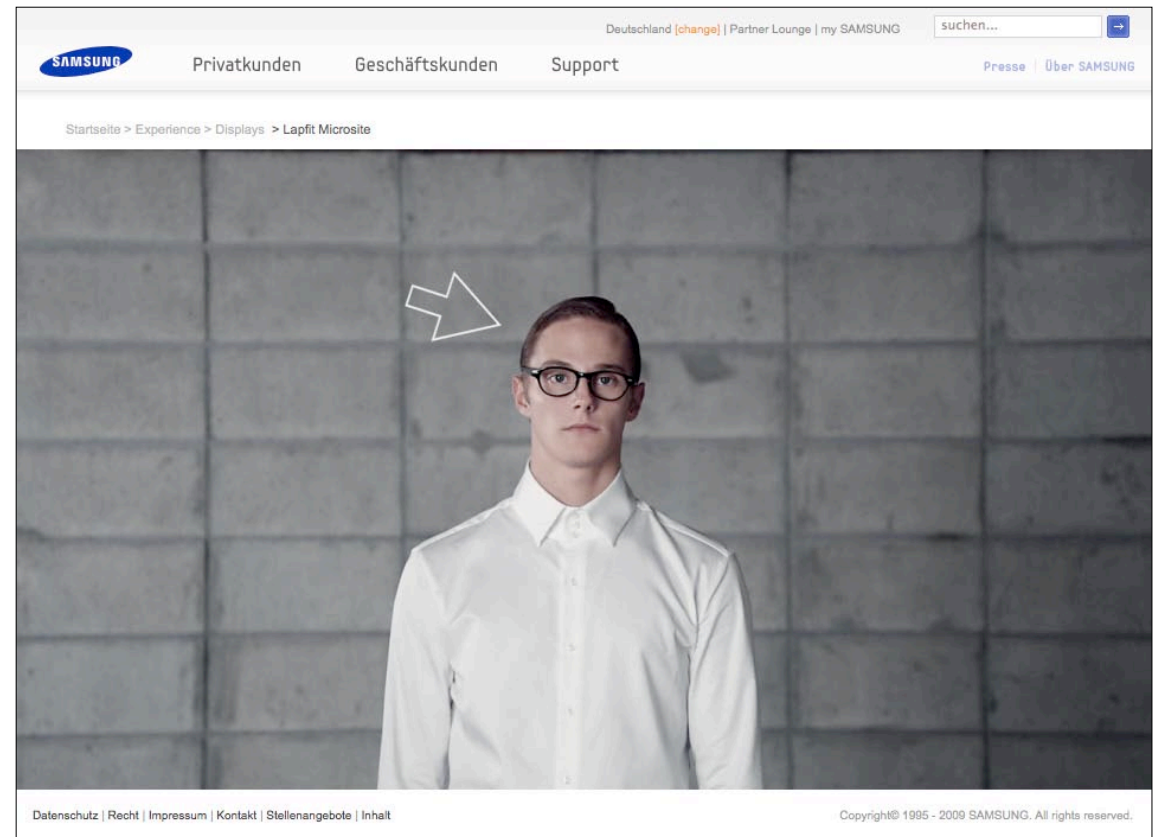
<http://samsung.de/lapfit>

My role

Creative concept, briefing and supervision of the production company, attempt the shooting, supervise the layout production

Project description

Laptop meet Lapfit is an online campaign for the German market and was later also adapted for the global SAMSUNG page. Lapfit is the first external monitor just for laptops and connects via USB. We created Gunther, a home office worker who gets more and more frustrated about the small work environment on his laptop. He tries several external monitor solutions before he finds Lapfit. Its Love on the first view, laptop and Lapfit are the perfect match. The campaign has two parts, the film and the product showroom.





16:9 Widescreen

Full HD

Standfuß

Plug & Play

Neigung

USB Hub

SAMSUNG

Plug & Play | USB Hub | Standfuß | Neigung | 16:9 Widescreen | Full HD

Video | [Produkt-Showroom](#) | [Produkt Details](#)

[Coupon Download](#)

Laptop meet Lapfit

Gewicht

Produktgewicht 4,5kg

Transportgewicht 5,7kg

SAMSUNG

Display | Signaleingang | Energiemerkmale | Features | Abmessungen | **Gewicht** | Fuß

Video | [Produkt-Showroom](#) | [Produkt Details](#)

[Coupon Download](#)

Laptop meet Lapfit

Knorr Vie market launch

Client

Unilever/Knorr

URL

www.knorr-vie.fr

Agency

Interone Worldwide

My role

Screen design, game concept design

Project description

We created an online campaign for the market launch of a new fruit shot from Unilever/Knorr. Knorr Vie was launched at several European markets. Additional to create brand awareness we wanted to educate the user about the importance of eating vitamins and the ingredients Knorr Vie is made of. To reach this we decided to create an online fruit Memory game. The Memory cards showing the complete range of fruit and vegetable ingredients. Playing the Memory game the user is entertained and educated about the rich ingredients of Knorr Vie at the same time.

Awards

Comprix 2007 - Finalist

Annual Multimedia 2006 - Finalist



The screenshot shows the Knorr Vie website's navigation menu and a game interface. The navigation menu includes: [A la source](#), [La philosophie](#), [La gamme](#), [Actualité](#), [Les fruits et légumes](#), [Knorr Vie au quotidien](#), [Jeux](#), and [FAQ](#). The game interface features a central green checkered board with a hand placing cards. On the left, the player's score is: **Joueur 1**, **Essais 8**, **Paires 2**. Below this is an image of a pumpkin and a jar of Knorr Vie jam, with the text **Jokers 1**. On the right, the computer's score is: **Ordinateur**, **Paires 2**. Below this is an image of a pineapple and two cherries, with the text **Jokers 0**. A search bar at the bottom left contains the text "Mention".

This screenshot shows the Knorr Vie website's navigation menu and a family picnic scene. The navigation menu includes: [A la source](#), [La philosophie](#), [La gamme](#), [Actualité](#), [Les fruits et légumes](#), [Knorr Vie au quotidien](#), [Jeux](#), and [FAQ](#). The main image depicts a family of four sitting on a green checkered picnic blanket by a lake, surrounded by various fruits and vegetables. A search bar at the bottom left contains the text "Mentions légales & crédits".

This screenshot shows the Knorr Vie website's navigation menu and a game interface. The navigation menu includes: [A la source](#), [La philosophie](#), [La gamme](#), [Actualité](#), [Les fruits et légumes](#), [Knorr Vie au quotidien](#), [Jeux](#), and [FAQ](#). The game interface features a central grid of 15 Knorr Vie cards on a green checkered background. On the left, the player's score is: **Joueur 1**, **Essais 0**, **Paires 0**. Below this is the text **Jokers 0**. On the right, the computer's score is: **Ordinateur**, **Paires 0**. Below this is the text **Jokers 0**. A search bar at the bottom left contains the text "Mention".

SAMSUNG Mobile Wow Manifesto

Client

SAMSUNG Mobile

Agency

Cheil Worldwide

URL

<http://www.sugarcube.tv/2009ad/wow.html>

My role

Creative concept, concept design and layout

Project description

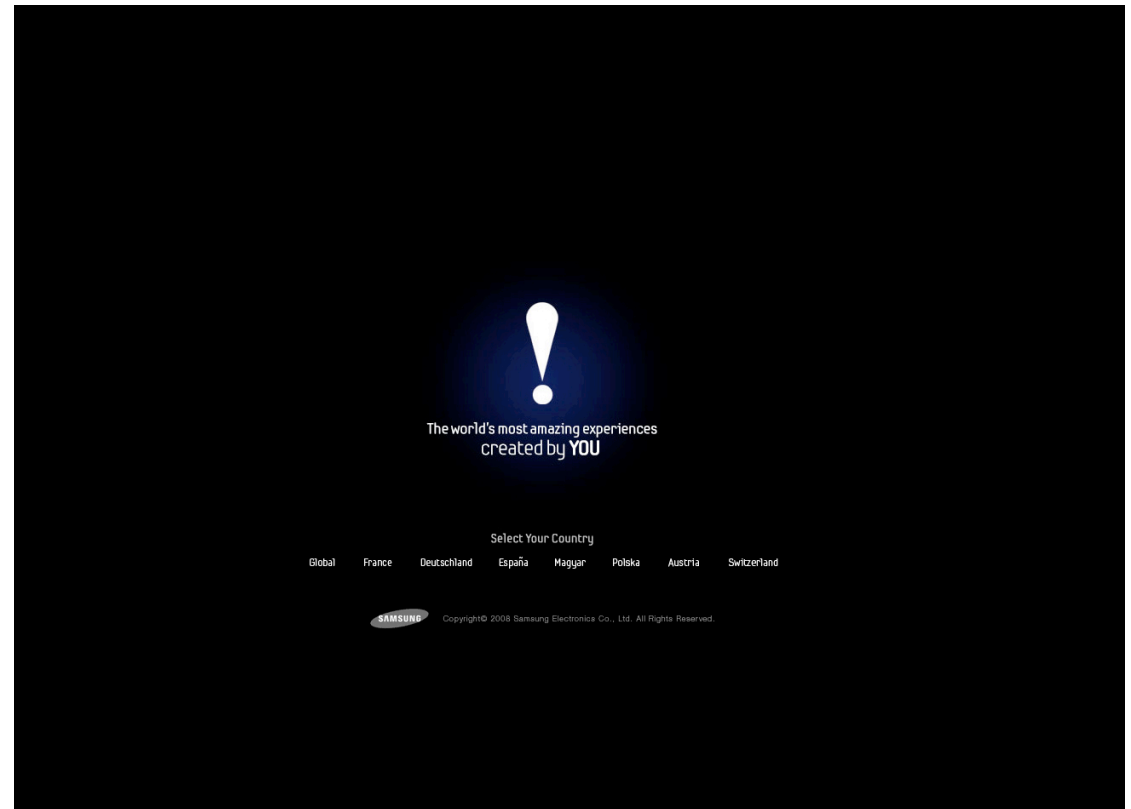
Samsung Mobile launched a new brand campaign to create buzz and increase wow(!) awareness. It is the first ever campaign to create a truly web 2.0 campaign integrating different social networks, discussion, video and photo platforms. By creating an emotional connection with the wow! experience in Social Networks, Samsung Mobile developed a community of existing and potential users of Samsung Mobile. By allowing users to actively interact in the community, it not only gives users a reason to come back but also creates a platform for Samsung Mobile to powerfully launch future products.

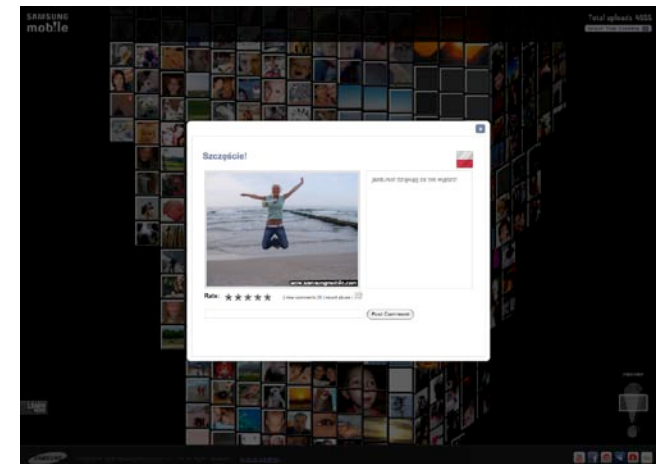
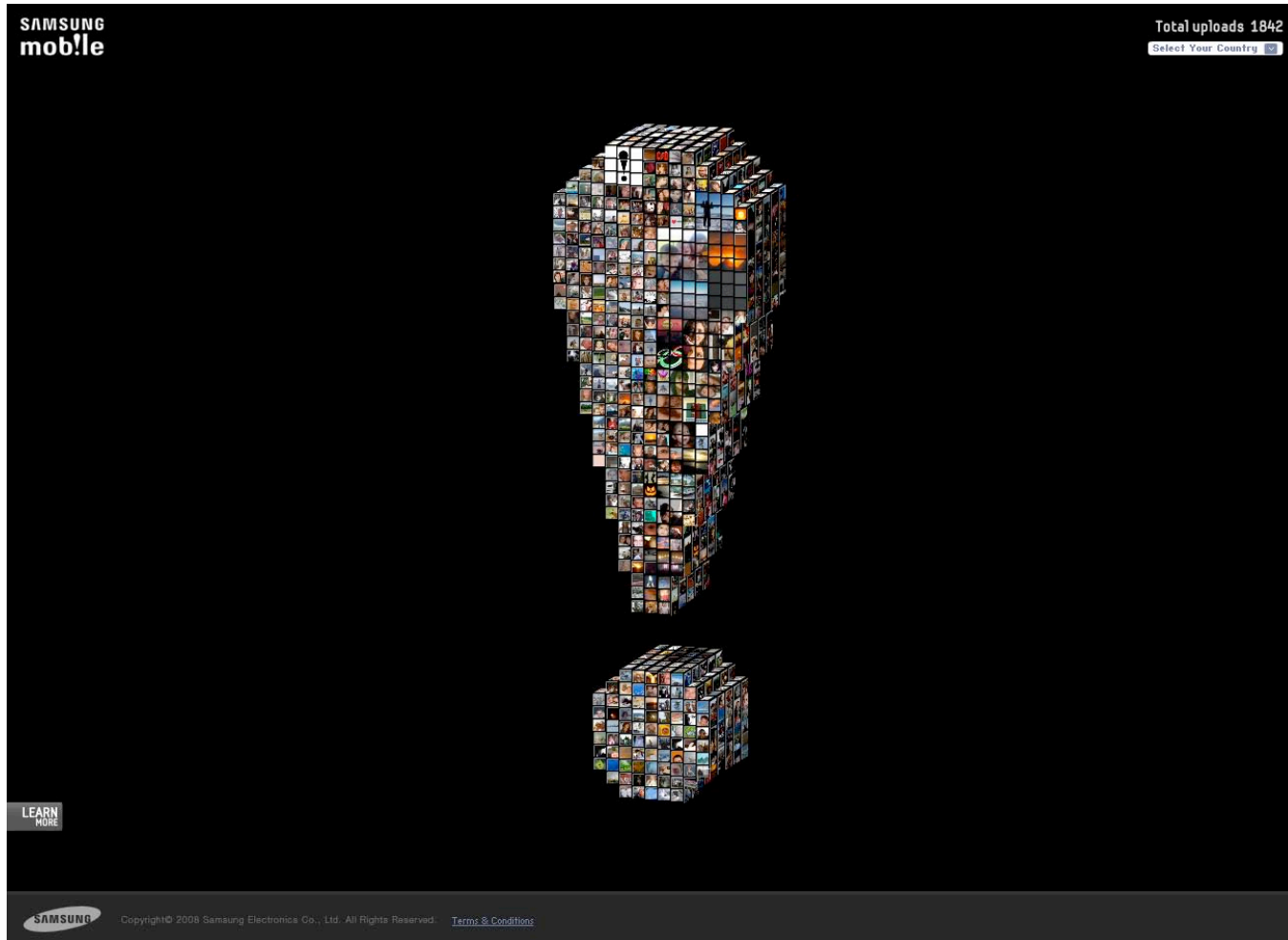
Result (Nov.6. 2008 ~Jan.6.2008)

Without any media support other than SNS channel utilization and limited local support, the wow microsite has received more than 680,000 unique visits (1.4M visit), 27,308 user registration and more than 4,000 user contents (picture/video) have been uploaded in 2 months.

Award

Webby Awards. 2009 Official Honoree





YouTube English (0) bengin23 Account QuickList Help Sign Out
 Videos | Channels | Community | Upload

The world's most amazing experiences created by YOU

Wowsamsungmobile
 Joined: 30 October 2008
 Last Sign In: 4 days ago
 Videos Watched: 111
 Subscribers: 18
 Channel Views: 3,043

The world's most amazing experiences Created by YOU
 Express yourself. Anywhere. Anytime.
 The world's most amazing experiences Created by you
 Experience a world of surprises. The wow in your life is determined by you. From an unexpected surprise, to achieving your life's dream, Samsung Mobile can help you express these moments. Share the things that make you go "wow" now.

Companies: Samsung Mobile
 Website: http://www.samsungmobile.com
 Report profile image violation

Connect with wowsamsungmobile
 Send Message
 Add Comment
 Share Channel
 Block User
 Add as Friend
 Add to iGoogle

http://www.youtube.com/wowsamsungmobile

Embed This Channel:
 *script src="http://www.gmodules.com/ig/if?url=http://www.google.com/ig/module

Recent Activity
 wowsamsungmobile uploaded a new video (3 days ago)
 Spelsen bei BörgaKing This is my wow moment! - www.samsungmobile.com
 wowsamsungmobile uploaded a new video (3 days ago)

Samsung mobile

Videos | Favourites | Subscribers | Subscriptions

Party - Girls Night Out
 From: wowsamsungmobile
 Views: 489

Videos (139)
 Videos | Most Viewed | Most Discussed

Subscribe to wowsamsungmobile's videos

Silverstone - First Race
 4 months ago
 222 views
 wowsamsungmobile
 no rating

Party - Girls Night Out
 4 months ago
 489 views
 wowsamsungmobile
 no rating

Petals - Wish You Were Here
 4 months ago
 88 views
 wowsamsungmobile
 no rating

Jumping Shoes - She Said Yes
 4 months ago

Hight Five - Our First Account
 4 months ago

Chelsea - Big Match
 4 months ago

The world's most amazing experiences created by YOU

SAMSUNG mobile

Browse | My Profile | Share | Hall of Fame | My Friends | Learn More

Welcome English

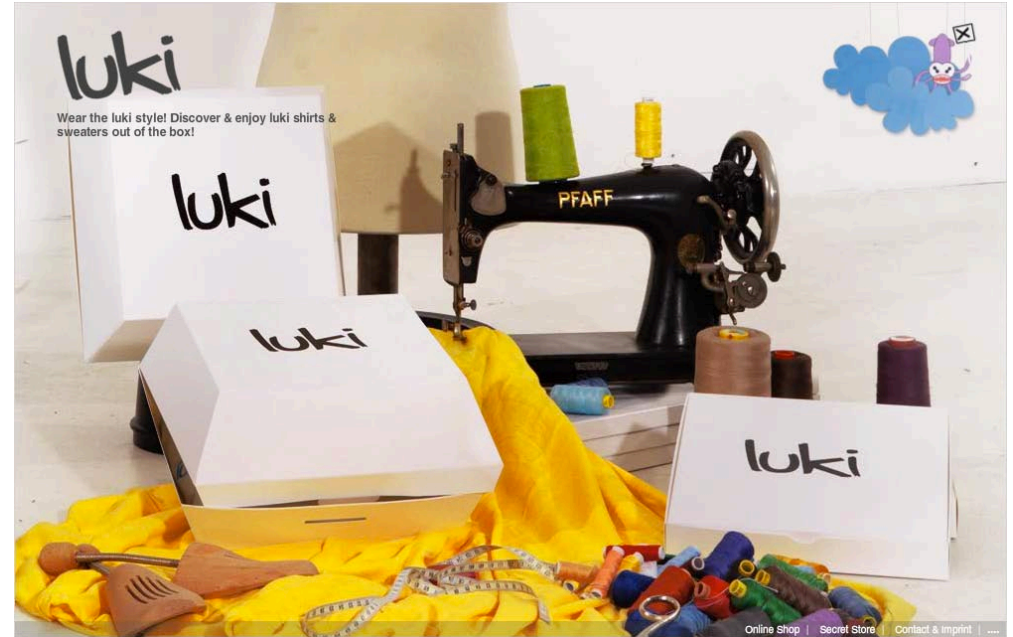
Browse

Category: All User: All users GO

Grid of video thumbnails including: people, animals, nature, and various activities.

Private Projects



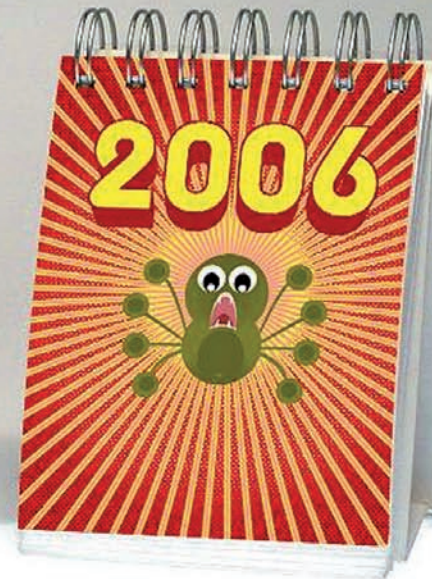
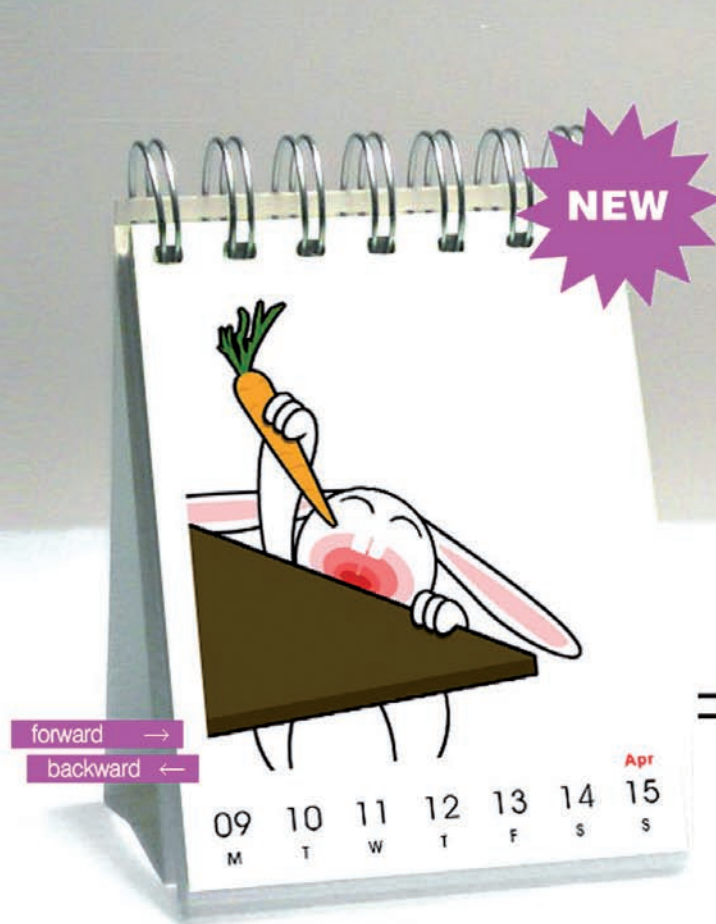


Client: Private
Project: Staplernuns - Photo series of stapler faces
URL: www.lablob.com





LABLOB // CALENDAR 2007



€14⁹⁹ to order ←
postage € 4⁰⁰

