

ANKE M BUCHTA

Interactive Art Director

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date of birth 01/08/1981

nationality German

Work Experience

22/06/2010 - today

**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. My largest project was an interactive, real-time treasure hunt, where travel agents could send their hero, Marco, around the world. The mainly female agents were so excited about Marco that many contacted him almost daily via email. The overall number of participants was 3 times higher than our expectations.

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.

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 about eating disorders. I worked with a psychiatrist whose teenage clients dealt with their fears through drawing. By interviewing the kids and digitising their drawings, I was able to bring these assets as well as other insights together into an interactive and informal eJournal.

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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 Communication Design

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

English
Understanding Group and Leadership
Adobe CS5
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