

Résumé of Henning von Vogelsang

Contact

Henning von Vogelsang, Bullingerstrasse 36, 8004 Zurich, Switzerland
Phone: +41 78 843 0838, Email: corebasis@gmail.com
<http://www.corebasis.com>

Objective

I help people, companies and brands understand how people use the Web, and I lead projects for my clients, creating better experiences.

Key strengths

- Passionate
- Willing to do what is necessary to complete a job
- Strong pragmatic, logical thinking
- Excellent in conceptual development
- High degree of creativity
- A skilled writer
- Ability to simplify complexity
- Excellent presentation skills
- Expert in user experience
- Creates coherent, compelling, comprehensive presentations
- Strong in innovation
- Organizational skills
- Fluent in English and German
- Classic Design education
- 17 years experience in brands, advertising, marketing, design
- 8 years experience in Internet
- Deep knowledge of Web, history and current developments
- Expert in branding, naming
- Great experience in Print
- Strong leadership qualities
- Flexible in team work
- Project lead strength
- Excellent in management
- Was a member of the executive management in some companies
- Extensive experience in sales talks and client guidance
- Proficiency in Mac OS and Windows

Companies

Jobs

core, Zurich

Web Consultant 04/2005 – present

- Web Consultant for brands, user experience, social websites
- Project Management for various client projects
- W3 standard-compliant web development

YVOD, Berkeley

Development Lead and Marketing Lead 11/2003 – 01/2005

- Restructured a startup, its management and production line
- Invented “uSite” products and services
- Invented production workflow system
- Developed corporate website and the brand campaign
- Developed and implemented various different concepts for marketing, branding, site management, usability and e-commerce
- Created user guides for “uSite” products

JWT Zurich, Switzerland	Creative Director 12/2001 – 10/2003	
	<ul style="list-style-type: none"> • Was a member of the management board • Handled budgets between \$100,000 and \$1,500,000 • Responsible for top clients in businesses of food, pharmacy, electronics, cars, banking, insurance, software, newspapers, jewelry, fashion • Directed 14 employees, six of them in the Creative Department • Effectively managed all day-to-day business • Worked effectively under pressure, independently and as team leader • Identified and solved problems efficiently • Hired, trained, scheduled, supervised and motivated employees • Authored and facilitated client presentations • Directed client sales talks • Actively supported customer relations to generate new business 	
Contract work Ad agencies in Switzerland	Creative Director, Copy Writer 02/1998 – 12/2000	
	<ul style="list-style-type: none"> • Responsible for several clients including Microsoft, Hyundai, Mercedes, Heineken 	
cel4, Switzerland	CEO, Marketing Director 02/1999 – 02/2000	
	<ul style="list-style-type: none"> • Co-founded the Web company cel4, together with JWT Switzerland • Created business plan, concept and management structure • Was responsible for budgets between \$100,000 and \$500,000 • Managed client projects for Siemens Management Consulting, Heineken, SAP, KPMG 	
Fixed employment Jung v. Matt, Hamburg Aebi Strelbel, Zurich Bonaparte, Zurich Ammirati Puris Lintas, Zurich	Copy Writer 11/1995 – 02/1998	
	<ul style="list-style-type: none"> • Handled budgets between \$50,000 and \$500,000 • Worked for clients like Volvo, Audi, Minolta Printers and Copy-Machines, Minolta Cameras, Coca-Cola and Winston 	
Lintas, Zurich Wirz, Zurich	Art Director 01/1991 – 11/1994	
	<ul style="list-style-type: none"> • Responsible for budgets between \$50,000 and \$200,000 • Created TV and print ads • Handled client projects for Toyota, Roche, Amstel Beer, Phillips, Coca-Cola 	
Contract work	Designer 01/1990 – 01/1991	
	<ul style="list-style-type: none"> • Created award winning designs for posters, books and stamps 	
Education	Highschool For The Arts, St. Gallen, Switzerland	
	Study of Graphic Design, 1986 – 1990	
Recognition	The One Show NY , Mezzo Mix ad campaign, Silver	Art Directors Club Switzerland Mezzo Mix Gold
	FAB Awards London , Smirnoff Ice, ad “Piano”, Grand Prize	Smirnoff Ice ad “Piano” Silver New ID Website Bronze
	Netdiver , core Website, Design Forte Award	“Love Me Tender” Bronze Heineken