

UWE STÜMKE

CV 2020

EN



CONTACT

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In more than 20 years of practice in marketing, public relations, politics, TV and advertising, I was able to gain a profound experience as a communication designer - from the idea, the presentation to the production in all project steps.

After 6 years in a multimedia agency as an art director, I have been designing projects as a freelancer for clients in various industries since 2001. Most recently, I was responsible for the social media channels of a group of Members in the European Parliament in Brussels.

For me, user-friendly interfaces are not just menus and links, user experience also arises from info graphics, layouts or headlines. Thinking and working cross-media have always been the normal for me.

TL;DR

Fotografic

Textdesigner

Communications Artist

Motion Layouter

Web Director

Social Editor

Throw anything at me:

- Print, Corporate, Typo
- Screen & UI Design
- Fotografie & Illustration
- Motion Graphics & On Air
- Redaktion & Social Media
- Strategie und Konzeption

FACTS

Date of birth

22/01/65

Place of birth

Kaiserslautern

Nationality

deutsch

PROFESSIONAL CAREER

02/2017 – 06/2019

European Parliament
Delegation DIE LINKE. in the GUE/NGL Group

Media/Communications Assistant (Full time, fixed-term)

- Web editing „dielinke-europa.eu“,
- Community Management of the social media accounts,
- Audiovisual documentation (press images, interviews, live-streaming)
- Design of print- and online-products (magazines, adds, flyer, poster)

05/2011 – 12/2016

Zweiradcenter Stadler Berlin 2 GmbH

Warehouse and Logistics (Full time)

- Customer service and inventory management

2002 - 2016

Designer and Art Director – Freelance ,imaginistas.de‘

- On-Air Design, Interface Design and Motion Graphics for DVD- and TV-productions
- Concept and post-production for image film
- Print design, corporate design, book design, event and people photography
- Web design, mainly templates for several CMS
- Non-Profit Public Relations
see „Clients and Projects“

10/2004 – 12/2011

Kultur.Medien.Konzepte

Art Director für DVD-Projekte (Freelance)

- Motion Design,
- Conceptual design for DVD,
- Cover Design,
- Photography

Clients and Projects

(selected):

for “Kultur.Medien.Konzepte”:

Deutsche Grammophon

- Standard logo animation for DVD productions; 3D animation (2005)
- Annual press presentation 2006; Screen design and motion graphics (2005)
- Electronic PressKit DVDs for Marketing; Menu design (2005-2008)
- DVD “Winter Journey” (Quasthoff, Barenboim); Menu design (2005)
- DVD “The Art of Dietrich Fischer-Dieskau”; Menu design (2005)
- DVD “Amadeus” (sampler); Menu design (2006)

Schott Music

- various DVD productions, screen design and motion graphics, including:
- “Playing the saxophone - my favorite hobby” (DVD; 2007)
- “Masterclass singing - Christoph Prégardien” (book & DVD; 2006)
- Standard logo animation for DVD productions, 3D animation (2006)
- “Snapshot - A Portrait” (DVD; 2005)
- “Little Hey - The Art of Speaking” (DVD & Website; 2003)

Professional career (cont.)

09/2009 – 03/2010

Deutsche Fernsehwerke GmbH | TV-Sender ‚TIMM TV‘ - Nachrichtenmagazin ‚TIMM TODAY‘

Image editor *Freelance (Ended by employer bankruptcy)*

- On Air Design;
- Motion Design
- Photo editing

002/2008 – 10/2008

Weltruf TV GmbH, Berlin / „Niels Ruf Show“

2D-Artist *Freelance (Ended by employer bankruptcy)*

- On-Air-Graphics,
- 2D-VFX, Motion Design;
- Stage Props Design
for Late Night Show „Niels Ruf Show“ on SAT1 und pilot shows

WS 2007/2008

**Beuth University of Applied Sciences Berlin Berlin,
Print and Media Technology**

Guest lecturer at seminar/exercise „Audiovisual Technology“ (U.Drees):

- After Effects introduction, compositing, video formats

01/04 – 01/05

PDS-Federal party board Berlin

Internet & New Media Specialist in the European Election Campaign *(Full time, fixed-term)*

- European election campaign focus: Image and text editing
- Conceptual design of thematic websites and creative integration of various online channels
- Implementation of a new corporate design in cooperation with the lead agency
- Support and advice at the federal and state level

... Clients and Projects (cont.)

as Freelancer:

LOOKSfilm

- VFX Motion Design for
‚DER FALL ROHWEDDER‘
ZDF/ Arte Non-Fiction (2010)

TIMM TV / Deutsche Fernsehwerke GmbH

- On-Air-Promotion;
christmas trailer (2009)

Berliner Union Film

- Image ads, mailings, e-cards,
flyer concepts (2008/2009)

Weltruf TV GmbH/SAT1

- Screendesign for show pilot
Late Night „Damit das Klaas“ (2008)
Personality Show with
Klaas Heufer-Umlauf

Union Investment

- Image film / information film
“Aquadom”, Berlin, DVD format,
approx. 50 min. (2006 & 2nd version
2007) Concept, direction, post-
production, motion graphics

Cape Red DVD-Produktion

- DVD “Hoppet”, screen design
and motion graphics (2008)
- DVD “Right at Your Door”, screen
design and motion graphics (2007)

Kurt Tucholsky Gesellschaft

- Book production “Tucholskys
Berlin”, layout and design (2004)

SKILLS

Production experience

- Know-how of the complete print production (layout, production, execution)
- Know-how of the production processes in film and television:
- (Storyboarding, post production, visual FX)
- Agency experience (pitches, presentation, conception, team leadership)

Media production

- Design with computers since 1992
- User interface design
- (Web, CD-ROM and DVD)
- Motion design (film title, infographic and logo animation)
- Print design (book layout, brochures, flyers, posters etc.)

Internet technology

- Basic knowledge of HTML, CSS-based frontend design
- Experience in setting up, graphically adapting and using editorial systems for smaller projects (wordpress, contenido, etc.)

Software

- Pixel: Photoshop, Lightroom
- Vector: InDesign, Illustrator, Acrobat (PrePress), Freehand, QuarkXpress
- Video: After Effects, Premiere, various converter tools
- 3D: Cinema 4D
- Audio: Adobe Audition, Audacity, SoundEdit / Deck
- Web: Dreamweaver, various editors and CMS
- Office: Microsoft Office package,

Professional career (cont.)

02/1996 – 10/2001

artemedia ag fx-Center (Special Effects Center Filmstudios Babelsberg)

Full time(Ended by employer bankruptcy)

from 2000: head of the „Creation and Interface Design“ team

- Concept, art direction for projects in the field of interactive media
- Project planning, management of team resources
- Supervision of trainees

1998 - 2000: Art Director 2D with a focus on new business

- responsible for competitions, tenders, and projects

1996 - 1998: Graphic Designer

- Production management for prepress and printing
- responsible for the corporate design

1992 - 1995

Freelance designer

- Layout, posters, flyers for concerts and cultural sites
- PR work for concerts and events

05/92 – 03/93

Argon Verlag GmbH (publishing house)

Layout & design Freelance

- Layout for books, guides and exhibition catalogs
- Image editing, assistant to the editing department
- Production management

1982 - 1992

Illustrator & journalist

- Illustrations for posters, logos, covers
- Cartoons and photographic works for print media
- Film and music reviews

Kunden & Projekte (cont.)

artemedia AG (selection)

Deutscher Bundestag

- Information terminal for the Reichstag dome; Screen design for concept (2001)

Wirtschaftsförderung Berlin

- Website „Berlin Business Location Center“ (2000)

Deutsche Bahn Immobilien

- Presentation and exhibition film for “ExpoReal” real estate fair (2001)

EXPO2000 Hannover

- “Virtual Planet of Visions”, information terminal; Concept and interface design (2000)
- Principality of Monaco Pavilion: Presentations, print, guidance system, exhibition design and production (2000)

Siemens Österreich

- Annual report, presentation, screen design for PowerPoint (1999)

Microsoft Deutschland

- Exhibition design CeBIT 1997-1999, presentation, screen and video design

- Libre Office, text editors (HTML)
- Basic knowledge: DVD studio
- Project work with Softimage, Avid, Flame, ProTools

Operating Systems

- MacOS: since 1992
- PC / Windows & UNIX / Linux: Basic knowledge
- Experience in project work with heterogeneous production environments

Editing

- Experience in the creation and handling of delivered texts from the areas of press, public relations and politics
- Photo editing, experience in documentary and people photography
- Social media, Community management, Cross media editing

Retail trade

- Several years of experience in Retail (sales and logistics): Bicycles, music, clothing

Special interests

- European, media and network policy
- Media and design theory
- Cultural history of the 20th century, especially film and music
- Sports (~ politics; ~ medicine;), esp. cycle racing & bicycle technology
- Transport policy

EDUCATION AND KNOWLEDGE

Education

1983 - 1989:

Studied at the Free University of Berlin:
Journalism, theater studies and political science
without graduation

1983:

Abitur - General qualification for university
Advanced courses German & English
Theodor-Heuss-Gymnasium, Pforzheim
ISCED 3A

Languages

Native language: Deutsch

Other languages:

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C2	C2	C2	C2
French	B1	B2	B1	B1	B1

Self-assessment Common European Framework of Reference for Languages (CEFR)

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Awards

with „Kultur.Medien.Konzepte“:

Comenius-EduMedia-Medal 2008

- for DVD „Saxophon spielen - mein schönstes Hobby“, Schott Music

Comenius-EduMedia-Seal 2008

- für DVD „Mundharmonika spielen - mein schönstes Hobby“, Schott Music

„digita“ Deutscher

Bildungsmedien Preis 2007

- Special award for DVD series „Schott Masterclass“

Comenius-EduMedia-Seal 2006

- for DVD „Schott Master Class Gesang - Technik, Interpretation, Repertoire“

Comenius-EduMedia-Seal 2003

- for DVD „Der kleine Hey - Die Kunst des Sprechens“

with „artemedias AG“:

42. New York Festival 2000

- Finalist Awards for „Microsoft image film, CeBit 1999“ (artemedias)

8. ITVA Festival 1999

- Gold for „Microsoft Image film, CeBit 1999“ (artemedias)

41. New York Festival 1998

- Bronze World medal for „Microsoft Image film, CeBit 1998“ and
- Finalist Award for „Berlin-Brandenburg International Airport“-Film (artemedias)