



JENS WALZ

+++ GET THINGS DONE NICE & FAST +++



Jens Arendt Walz is a creative professional based in Hamburg. As a generalist, he masters various skills beyond traditional art direction.

In over 13 years at Jung von Matt, he has acquired a broad skillset and evolved into a true Swiss Army knife of creativity: AI, Art Direction, Creative Direction, Campaigns, Ideas, Film, Copywriting, Motion Design, Editing, 3D Renderings, Creative Concepts, Storyboarding, Interactive Prototypes and Vibe Coding (building functional tools and prototypes with AI as co-pilot).

What sets him apart is not just covering these disciplines - each representing its own job title-but the end-to-end execution of creative ideas.

Jens Arendt Walz

moin@jenswalz.de



FREELANCE SENIOR CREATIVE

+ What do I do?

I create, animate, cut, compose, concept, design, edit, prompt, ideate, write and vibe-code simultaneously, seeking creative excellence in everything I create.

+ Why me?

I'm a Swiss Army knife combining various skills, usually done by different people, into a single person. Since I understand and am able to execute the entire pipeline, I can create valuable assets for all kinds of channels and work alone as well as with clients directly or agency teams.

+ What I care about

Virality over vanity, Unseen ideas only, Pixel-perfect across platforms, Clear talk, no bullshit, Emerging tech as workflow

+ Services

Art Direction, AI Commercials, Casefilms, Clickboards, Ideation, Motion Design, Creative Editing, Creative Prototyping, Pitch, Social Media, Creative Concept, UX/UI

+ Experience

I have over 13 years of experience at Germany's most successful agency, starting in digital and evolving into traditional campaigns-covering all aspects of the craft.

+ Entertain, Support, or Sink

Every piece of content either entertains, provides value, or gets ignored-there's no fourth option. I've learned what works and why, what doesn't and why not. With this knowledge, I can create things that succeed because entertainment value and utility are deliberately planned, designed, and executed.



FREELANCE SENIOR CREATIVE

+ Quality

I don't stop until I'm proud of the work-until it's something I'd put in my portfolio. I care that the things I produce don't just meet their goals but outperform others. I'm not a yes-man just because I'm getting paid. I'm also an advisor who shares honest opinions-even if I don't insist, because I understand there can be different perspectives. I believe what's best for the audience is what's best for the brand. I only stop when I can't think of a single thing left to improve-which is both a curse and a blessing, because high standards don't make things easier.

+ Creativity

As a kid, I wanted to be an inventor. Throughout my career, I've developed thousands of AI, film, tech, and social media ideas for a wide range of clients across various industries-that's pretty close. I have new ideas daily and recognize insights when I see them. Götz Ulmer once said, "Other agencies would kill for this."

+ Teamwork

I'm used to working fully autonomously-at my agency, I was treated as a one-person team delivering the same output as traditional copywriter/art director duos. Having executed many projects across different disciplines and mastering their skills myself, I can accurately estimate effort, approach problems correctly, and speak the language of any team member. I'm also a code-switcher who knows how to communicate with different people. A boss once called me a social butterfly-I don't want to overstate it, but I like people.

+ Communication

I value honesty and clear, eye-level communication. It reads like common sense, but it's not easy in a world where we're used to hiding behind poker faces. I'm aware that others have different information and communication habits. I keep all relevant stakeholders in the loop on my own-without being annoying.



FREELANCE SENIOR CREATIVE



FREELANCE SENIOR CREATIVE

x SKILLS x

x SKILLS x

PHOTOSHOP
////////////////////

AFTER EFFECTS
////////////////////

UI/UX
////////////////////

AI TOOLS
////////////////////

ILLUSTRATOR
////////////////////

PREMIERE
////////////////////

CONCEPT
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VIBE CODING
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INDESIGN
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CINEMA 4D
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UNREAL ENGINE
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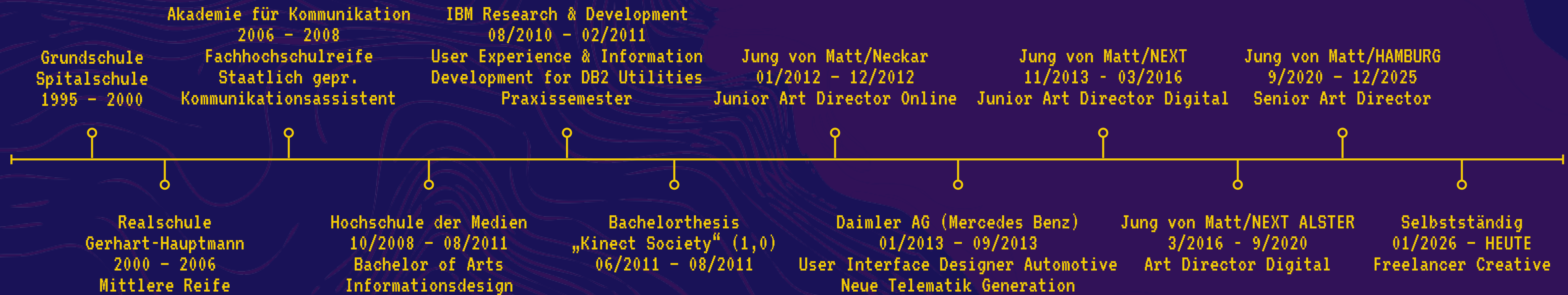
COPYWRITING
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+++ GET THINGS DONE NICE & FAST +++





VITA





CLIENTS





AWARDS



deutscher
digital award



THE
WEBBY
AWARDS



reddot



**THE
ONE CLUB**



& AWARDS AUSZEICHNUNGEN

2024

BMW Hypnopolis - Webby Award - AI, Metaverse & Virtual Games 2024 - Honoree

<https://winners.webbyawards.com/2024/ai-metaverse-virtual/general-metaverse-experiences/games/296488/hypnopolis>

2024

BMW Hypnopolis - Webby Award - AI, Metaverse & Virtual Best Community Engagement 2024 - Nominee

<https://winners.webbyawards.com/2024/ai-metaverse-virtual/general-metaverse-experiences/games/296488/hypnopolis>

2024

BMW Hypnopolis - Best Brand Experience or Activation - Silber

<https://www.hashtagsports.com/awards/shortlist-2024/bmw-hypnopolis>

2024

BMW Hypnopolis - Best Engagement Through Esports & Gaming - Silber

<https://www.hashtagsports.com/awards/shortlist-2024/bmw-hypnopolis>

2018

BMW.COM - One Show UX / UI - Merit

<https://www.oneclub.org/awards/theoneshow/-award/30947/bmwcom/>

2018

BMW.COM - Art Directors Club Deutschland - Externe Kommunikation-B2C - Auszeichnung

<https://www.adc.de/>

2018

BMW.COM - Webby Award - Honoree

<https://www.webbyawards.com/winners/2018/mobile-sites-apps/features/best-user-experience/bmwcom/>

2018

BMW.COM - Webby Award - Honoree

<https://www.webbyawards.com/winners/2018/mobile-sites-apps/features/best-practices/bmwcom/>

2018

BMW.COM - Webby Award - Honoree

<https://www.webbyawards.com/winners/2018/websites/features-design/best-use-of-video-or-moving-image/bmwcom/>

2018

BMW.COM - Webby Award - People's Voice - Winner

<https://winners.webbyawards.com/2018/websites/general-websites/car-sites-car-culture/55499/bmwcom>

2018

BMW.COM - Webby Award - Webby Winner - Winner

<https://winners.webbyawards.com/2018/websites/general-websites/car-sites-car-culture/55499/bmwcom>

2018

BMW.COM - Deutscher Digital Award - Gold

<https://www.deutscherdigitalaward.de/gewinner-2018/>

2018

BMW.COM - Deutscher Digital Award - Bronze

<https://www.deutscherdigitalaward.de/gewinner-2018/>

2018

BMW.COM - Art Directors Club Deutschland - Usability - Silber Nagel

<https://www.adc.de/>

2018

BMW.COM - Art Directors Club Deutschland - Unternehmenswebseite - Silber Nagel

<https://www.adc.de/>

2018

BMW.COM - Art Directors Club Deutschland - Interface-Design - Bronze Nagel

<https://www.adc.de/>

2018

BMW.COM - Art Directors Club Deutschland - Innovative Technologien - Auszeichnung

<https://www.adc.de/>

2016

DFB Ehrenrunde - Webby Award - Best Use of Animation or Motion Graphics 2016 - Honoree

<https://winners.webbyawards.com/2016/websites-and-mobile-sites/features-design/best-use-of-animation-or-motion-graphics/161401/dfb-ehrenrunde>

2016

DFB Ehrenrunde - Galaxy Award

<https://www.mercommawards.com/galaxy/galaxymedia/GalaxyGrand2016.pdf>

2016

DFB Ehrenrunde - Illustration - Reddot Award Winner

<https://www.red-dot.org/project/dfb-lap-of-honour-14472>



WEERK



#001

BMW ESPORTS



HEROES OF RIVALRY

THE ESPORTS MANGA

HEROES OF RIVALRY

2021

ART DIRECTION / ART LEAD / IDEA / MOTION DESIGN / EDITORIAL / PRODUCTION



BMW ESPORTS MANGA HEROES OF RIVALRY

PROJECT OVERVIEW

Heroes of Rivalry is a global manga campaign for BMW Esports. Five of the world's best League of Legends teams - G2, Fnatic, Cloud9, FPX and T1 - are portrayed as heroes in a fantasy world. Japanese artist Acky Bright illustrated the series, while concept and storyline were developed at Jung von Matt.

OBJECTIVE

Establish BMW as an authentic brand in the esports community - not through traditional advertising, but through content the scene celebrates.

PRODUCTION PROCESS

Developed manga concept and storyline, created editorial design for 150-page print hardcover, conceived and designed Esports Hub, produced episode assets for all channels, reformatted Acky Bright's artworks, designed packaging with UV flashlight feature - concept drawings only visible under UV light.

MY ROLE

Senior Art Director & Creative Art Lead. Original idea for the manga format. Complete editorial design, hub conception, asset production, packaging design including UV ink feature.

SPECIAL FEATURES

The Collector's Edition was raffled in limited quantities and contains hidden concept drawings that are only visible under UV light. A tribute to the community that was positively received worldwide.



#DETAIL

AGENCY

JUNG VON MATT/HAMBURG



TEAM

CREATIVE DIRECTOR/STRATEGY

Philipp Ciba

STORYBOARD

Karl Schulschenk

SENIOR ART DIRECTOR LEAD

Jens Arendt Walz

PROJECT MANAGEMENT

David Giesen

MOTION DESIGN

Jasmin Singh

HEAD OF MOTION DESIGN

Matthias Grundl

COPYWRITER

Jonas Bongard

ART DIRECTOR PRODUCTION

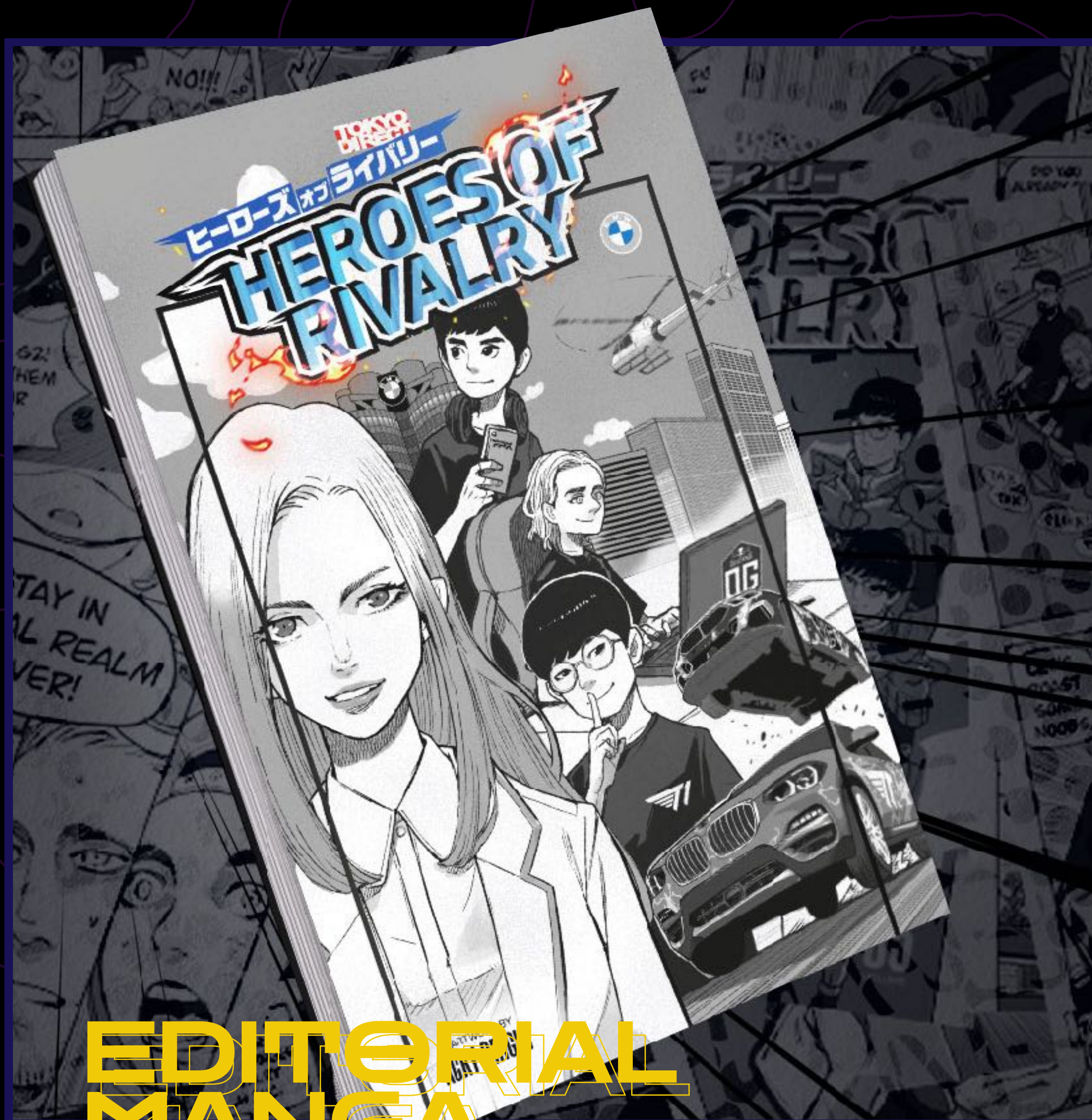
Christian Schumann

IDEA

Jens Arendt Walz

HEAD OF PRODUCTIONS

Malte Rehde



EDITORIAL MANGA

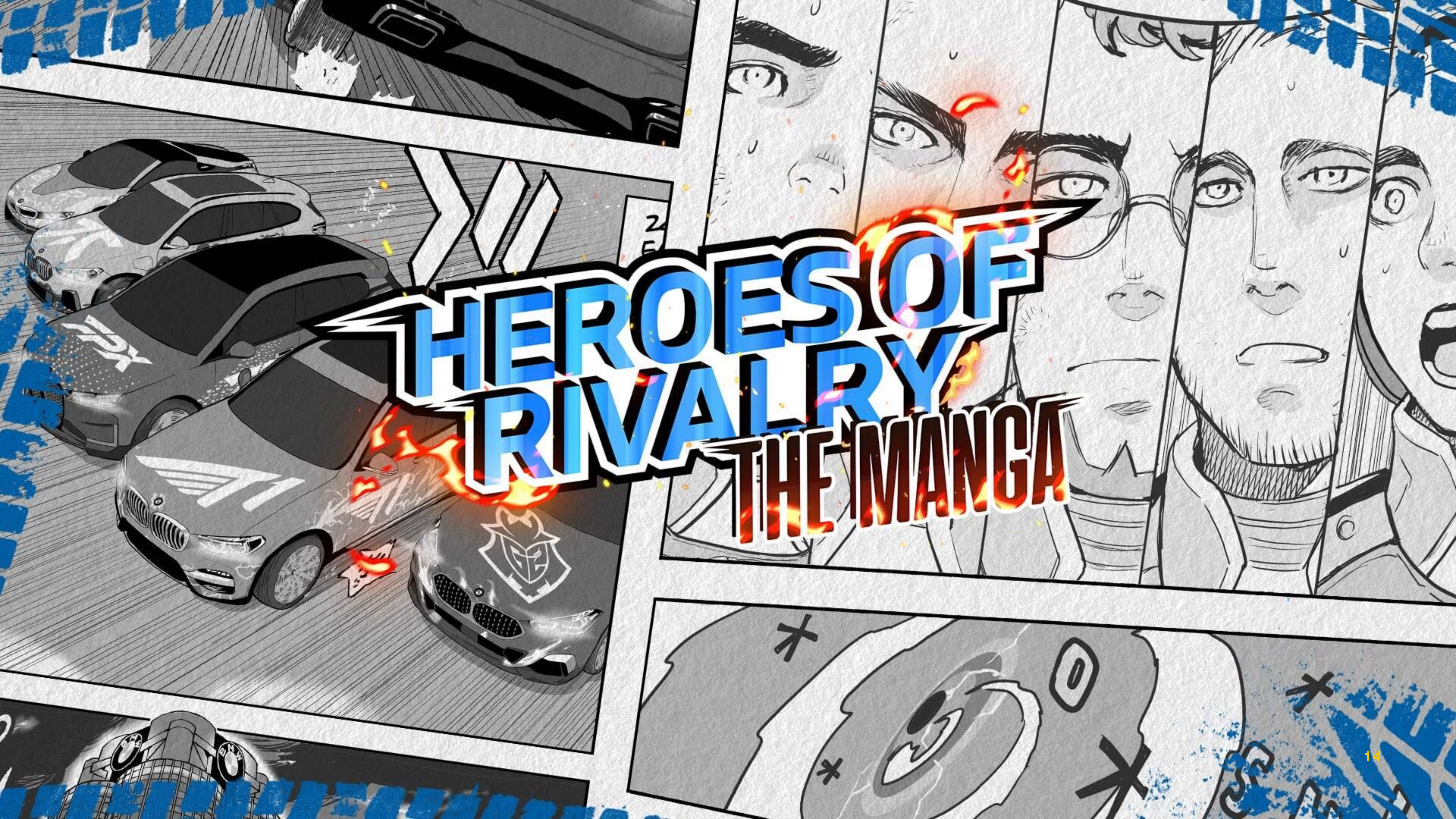
HARDCOVER PRINT MANGA



BMW ESPORTS WEB HUB

HEROES OF RIVALRY

THE MANGA





+ COLLECTORS EDITION

MAGNETBOX SCHWARZ

FRONT

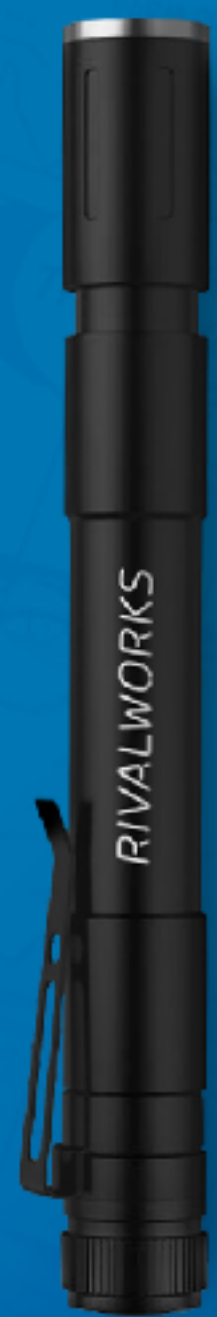
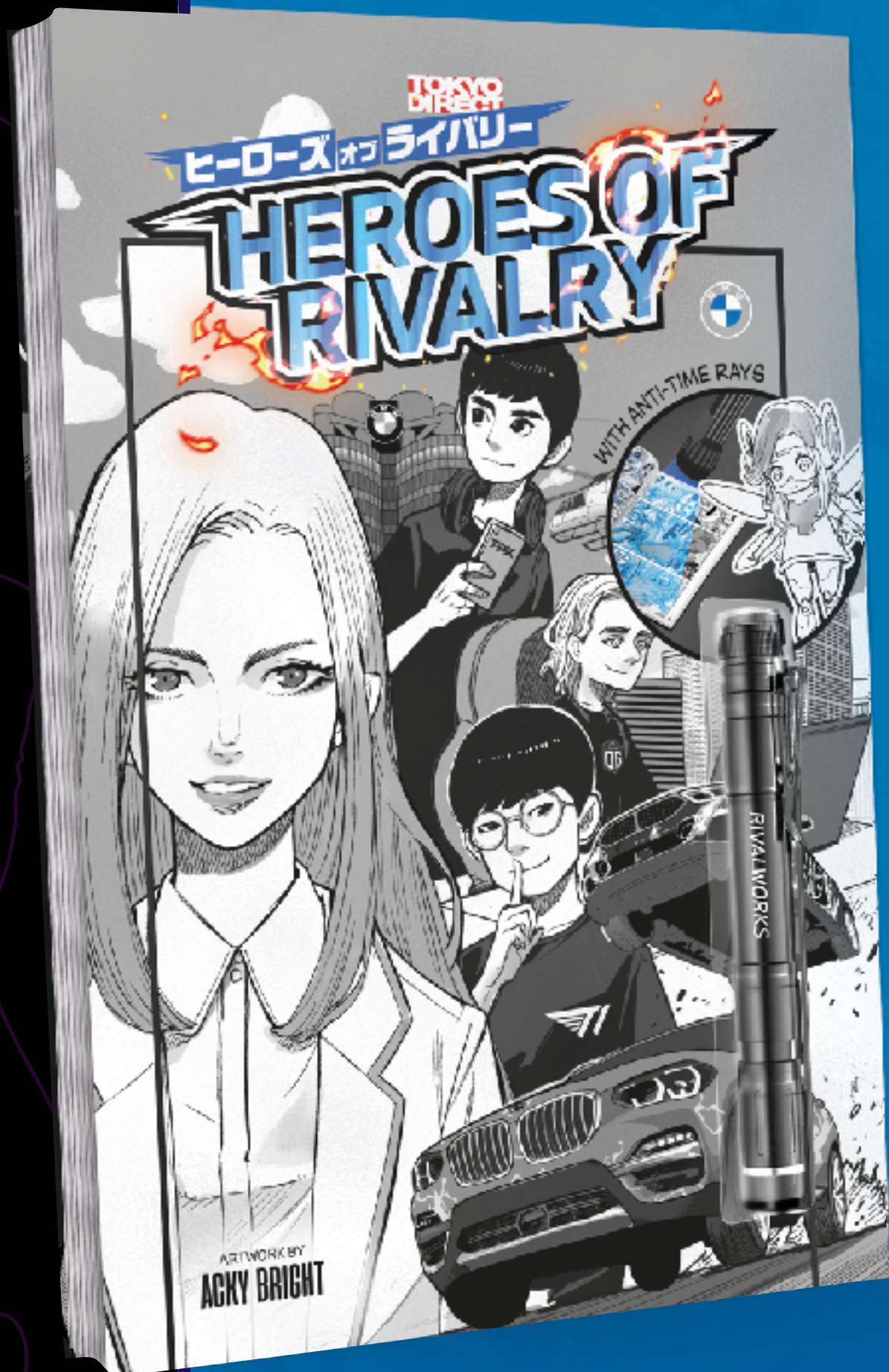


BACK



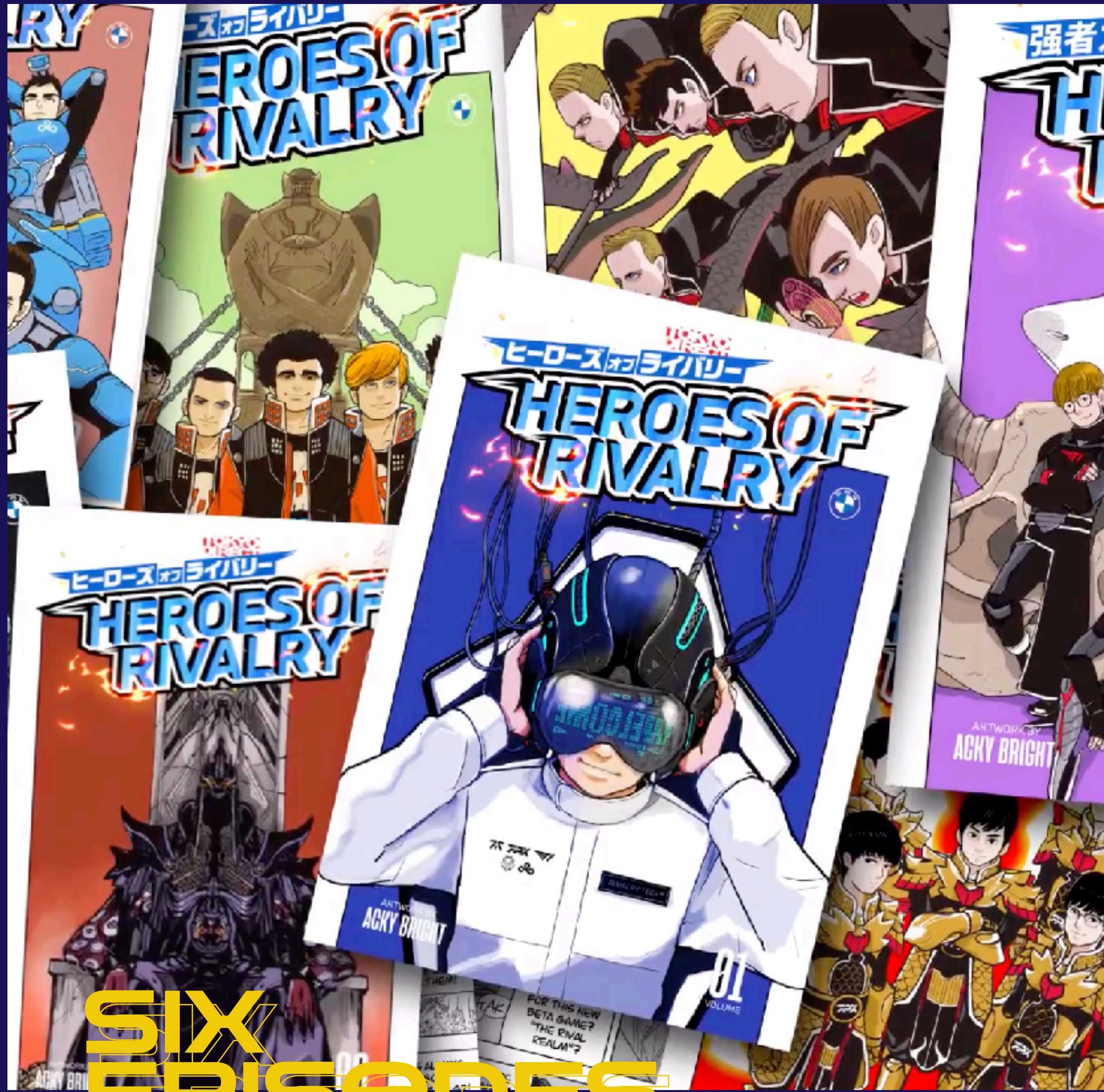
PREMIUM PACKAGING +



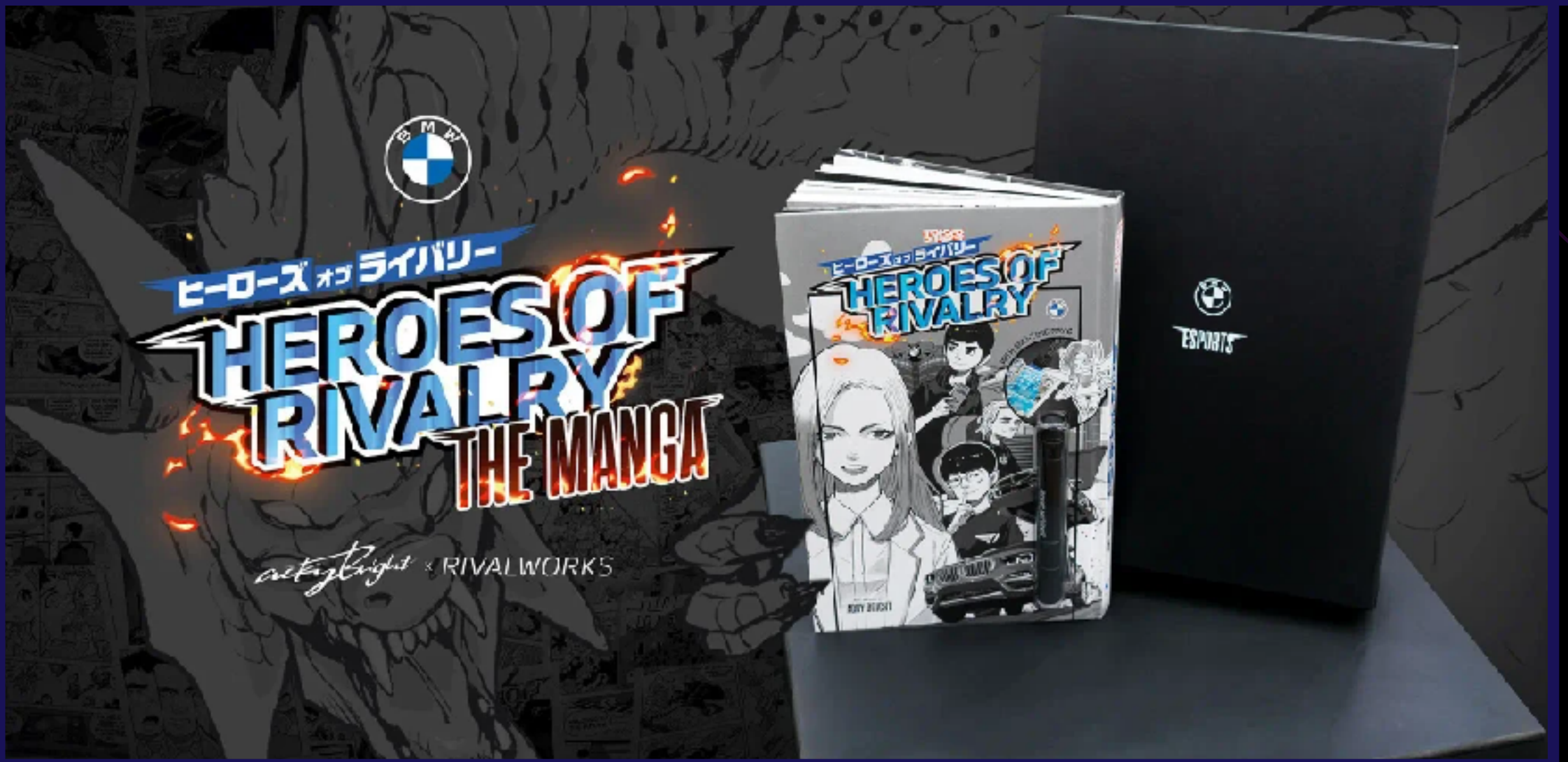


HARDCOVER COLLECTORS EDITION FRONT- & BACKSIDE WITH UV LIGHT

MANGAKA ACKY BRIGHT



SIX EPISODES



BMW ESPORTS



BMW i4 HEROES OF RIVALRY LIVERY

#002

BMW FORTNITE



IX2 EXPERIENCE

2024



ART DIRECTION / ART LEAD / MOTION DESIGN / RENDERING / PRODUCTION

BMW FORTNITE iX2 EXPERIENCE

PROJECT OVERVIEW

BMW Hypnopolis is a custom map in Fortnite featuring the world's first Car Creator in-game. Players explore a futuristic city - inspired by BMW Welt and the Four-Cylinder - and can customize the new BMW iX2 individually. Burger rims, galaxy paint, pretzel air fresheners included.

OBJECTIVE

Make the all-electric BMW iX2 accessible to a young, tech-savvy target audience before its world premiere - playfully rather than commercially.

PRODUCTION PROCESS

Project kickoff and world concept taken over, storyboards created, items and NPCs developed, routes and exhibition logic defined. Many original ideas were adapted to engine limitations, final implementation at JvM/SPORTS.

MY ROLE

Senior Art Director. World concept, storyboarding, item design, NPC development, implementation support.

SPECIAL FEATURES

Webby Award Honoree 2024 (AI, Metaverse & Virtual Games), 2x Hashtag Sports Award Silver. BMW as the first brand with a Car Creator in Fortnite.



#DETAIL

AGENCY

JUNG VON MATT/HAMBURG / JUNG VON MATT/SPREE
JUNG VON MATT/SPORTS

JUNG VON MATT SPORTS

MANAGING DIRECTOR
Robert Zitzmann

MANAGING DIRECTOR
Katja Kraus

EXECUTIVE CREATIVE DIRECTOR
Ronnie Patt

EXECUTIVE CREATIVE DIRECTOR
Alexander Michaelson

HEAD OF GAMING & ESPORTS
Carl Kuhn

CREATIVE DIRECTOR
Grischa Mentgen

CREATIVE DIRECTOR
Lars Grübler

PRINCIPAL CREATIVE ART
Ralf Bierhenke

SENIOR COPYWRITER
Phanpadit Pangnanouvong

ART DIRECTOR
Mubarak Nojimudeen

ACCOUNT DIRECTOR
Timo Karamustafa

PROJECT MANAGER
Christian Burch

JUNG VON MATT HAMBURG

CLIENT SERVICE DIRECTOR
Vinzent Groitl

CREATIVE DIRECTOR
Phillip Ciba

CREATIVE STRATEGY DIRECTOR
Felix Burger

SENIOR ART DIRECTOR
Jens Arendt Walz

COPYWRITER
Jonas Bongard

SENIOR PROJECT MANAGER
David Giesen

JUNG VON MATT SPREE

CREATIVE STRATEGY DIRECTOR
Claire Grobe



BMW AG

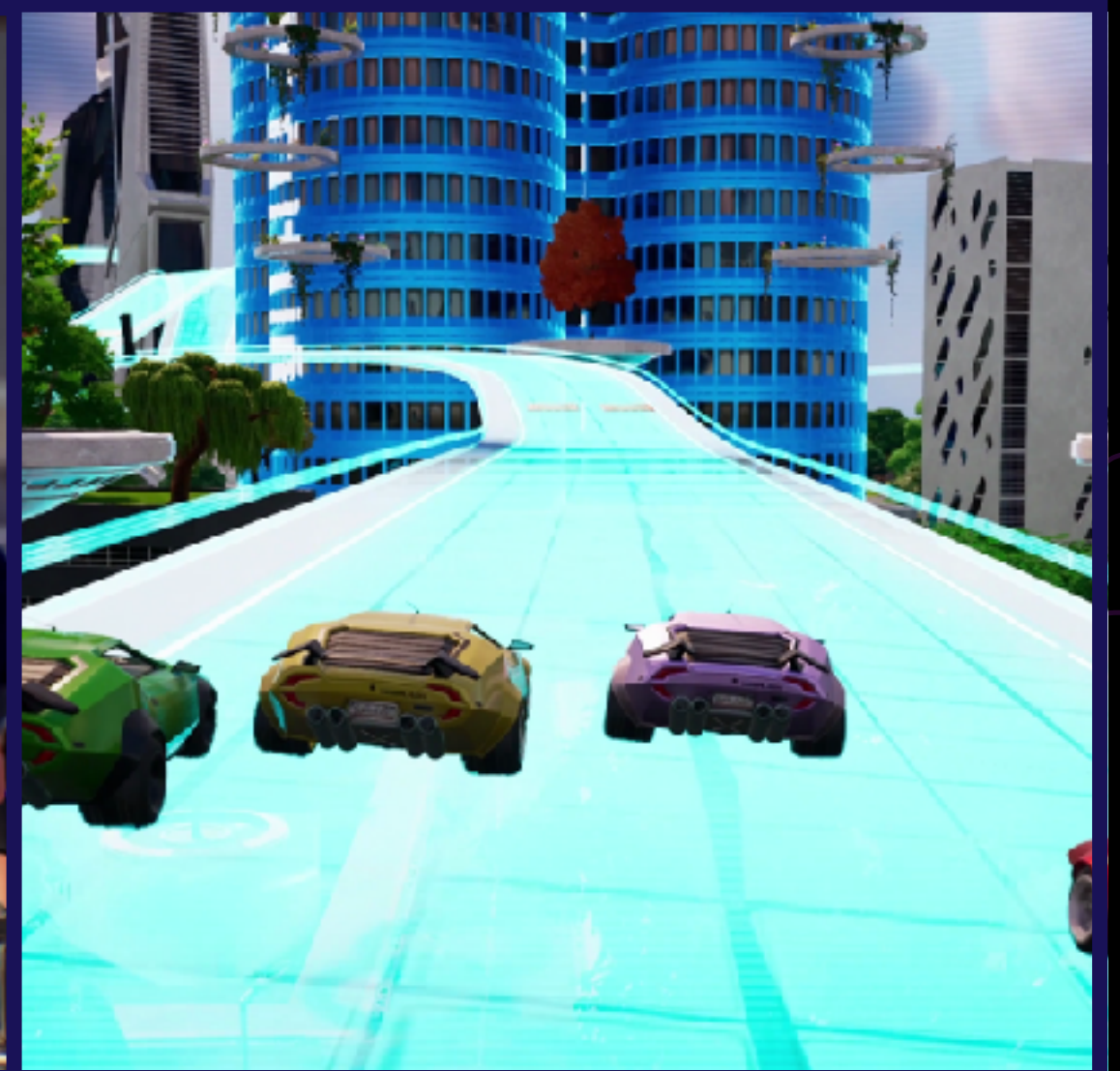
HEAD OF DIGITAL EXPERIENTIAL
CONTENT, GAMING & BMW METAVERSE
Pia Schörner

SENIOR MARKETING MANAGER FOR
ESPORTS, GAMING & METAVERSE
Bettina Scheele

SENIOR PROJECT MANAGER FOR ESPORTS,
GAMING & THIRD PARTY METAVERSE
Florian Hirt



Julia
Let's design the car together !!



**FORTNITE
WORLD**



**INGAME
CAR CONFIG**



#003

COLLECTIBLE CARDS



ART DIRECTION / 3D MODELING / RENDERING / CONCEPT ART / IDEAS

CONCEPT DEVELOPMENT

2023

BMW NFT CASE STUDY COLLECTIBLE CARDS

PROJECT OVERVIEW

Development of a digital collectible concept for BMW: three-dimensional cards with rotating vehicles and the BMW Wingsuit in various tiers - Bronze, Silver, Gold.

PRODUCTION PROCESS

Creative concept, 3D cards modeled and animated in Cinema 4D, various textures tested (AI-generated, Metallic, Real), tier-specific backgrounds and audio developed, seamless endless loops rendered.

MY ROLE

Senior Art Director. Complete 3D design, animation, texture development, audio conception, compositing, editing.

SPECIAL FEATURES

Cards rotate seamlessly around their axis - each tier with its own visual and acoustic character.



#DETAIL

AGENCY

JUNG VON MATT/NEXT ALSTER

TEAM

CREATIVE DIRECTOR CONCEPT
Karim Chughtai

SENIOR ART DIRECTOR
Jens Arendt Walz

PROJECT MANAGEMENT
David Giesen



BMW GROUP

HEAD OF DIGITAL CONTENT
CREATION & BMW METAVERSE
Pia Schörner

SENIOR MARKETING MANAGER FOR
ESPORTS, GAMING & METAVERSE
Bettina Scheele





EXPLORE



EXPLORE

ELECTIBL



ARD

2022

TEAM CAR DESIGN COMPETITION



BMW ESPORTS

#004



ART DIRECTION / ART LEAD / MOTION DESIGN / RENDERING / PRODUCTION

BMW ESPORTS PIMP MY RIVALRY

PROJECT OVERVIEW

Six BMW Esports teams have their vehicles designed by local artists. The designs are transferred to 3D models and displayed in a virtual garage. Community voting decides on the Team Car of the Year.

OBJECTIVE

Activate the esports community and showcase the BMW iX3 with a competitive, creative campaign.

PRODUCTION PROCESS

Art direction for the overall campaign, asset production, supervision of 3D implementation. The FPX vehicle design was created entirely by myself.

MY ROLE

Senior Art Director. Art direction, asset production, FPX car design.

SPECIAL FEATURES

A homage to the tuning formats of the 2000s - digitally reinterpreted for the esports generation.



#DETAIL

AGENCY

JUNG VON MATT/NEXT ALSTER



TEAM

CREATIVE DIRECTION/STRATEGY

Philipp Ciba

PROJECT MANAGEMENT

David Giesen

SENIOR ART DIRECTOR

Jens Arendt Walz

MODELS UV

Matthias Grundl

CGI RENDERING

Oleg Fatkullin

SOUNDMIX

White Horse Music

MOTION DESIGN

Jasmin Singh

COPYWRITER

Jonas Bongard



**SIX TEAMS
SIX ARTISTS**



TEAM



CARRS



#005

BMW ESPORTS



HEROES OF RIVALRY

2021



ART DIRECTION / CONCEPT ART / MOTION DESIGN / GRADING / PRODUCTION

BMW ESPORTS ROCKET LEAGUE M240i

PROJECT OVERVIEW

The BMW M240i debuted as the first BMW vehicle in Rocket League - before its real-world market launch. A lab film shows BMW scientists transferring the car through a portal into the game world. Plus: animated United in Rivalry livery and Bavarian deco items.

OBJECTIVE

Engage the Rocket League community with an authentic BMW experience - including typical Bavarian humor.

PRODUCTION PROCESS

Designed animated livery in the United in Rivalry look, created motion dummy for dynamic color animation, transferred design to UV unwrap of the 3D model, built mockups in Cinema 4D, supervised grading during the shoot at Simon & Paul.

MY ROLE

Senior Art Director. Livery design and animation, 3D mockups, grading supervision, client coordination.

SPECIAL FEATURES

The livery changes color when boosting. The M240i was available in-game for one week - accompanied by the BMW Freestyle Tournament with \$25,000 prize money.



#DETAIL

AGENCY

JUNG VON MATT/HAMBURG

TEAM

SENIOR ART DIRECTOR

Jens Arendt Walz

HEAD OF MOTION DESIGN

Matthias Grundl

CREATIVE DIRECTOR

Lars Grübler

ACCOUNT DIRECTOR

Timo Karamustafa



SIMON & PAUL

DIRECTOR

Directors Duo

DOP

Jan David Gunther

EXECUTIVE PRODUCER

Simon Fessler & Tobias Paul

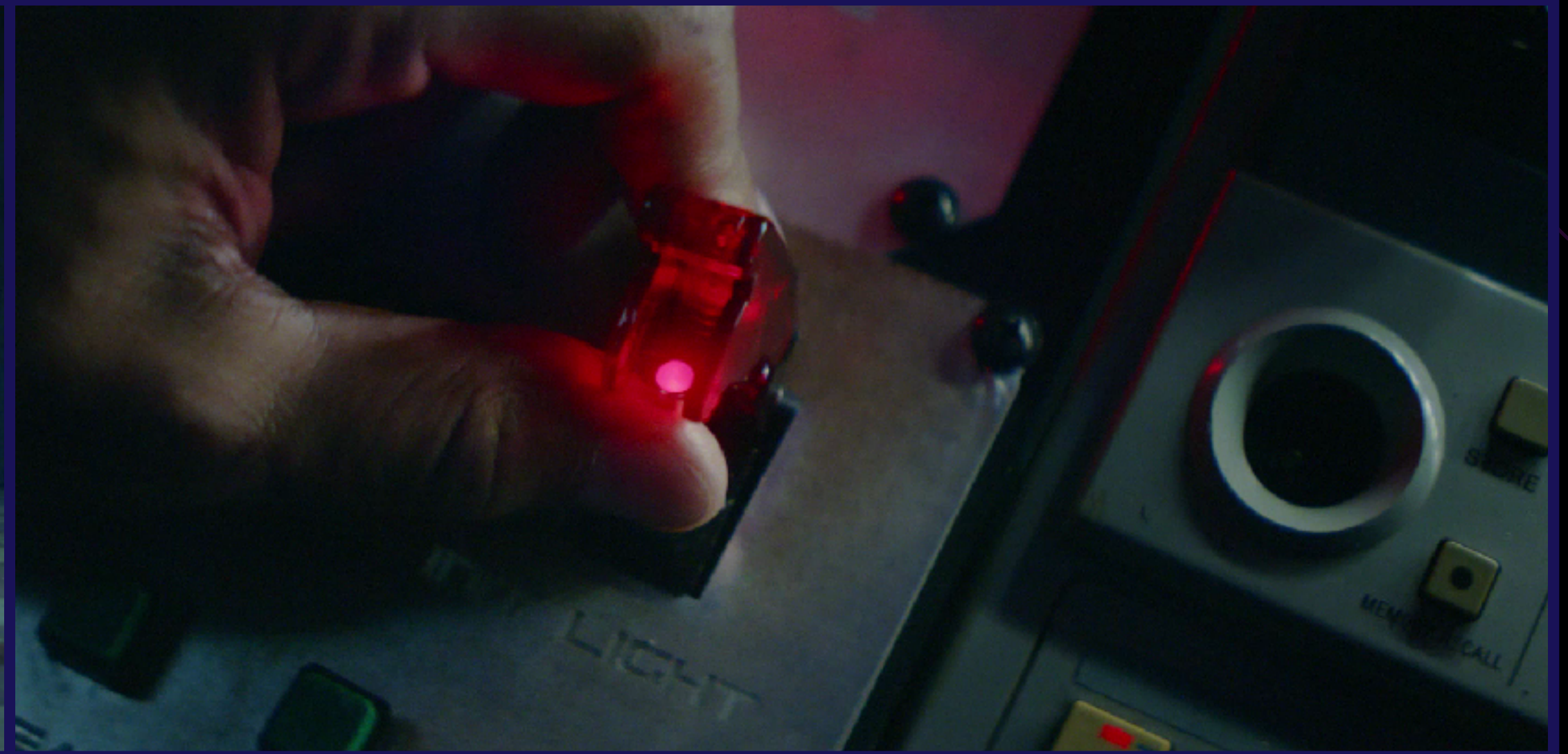
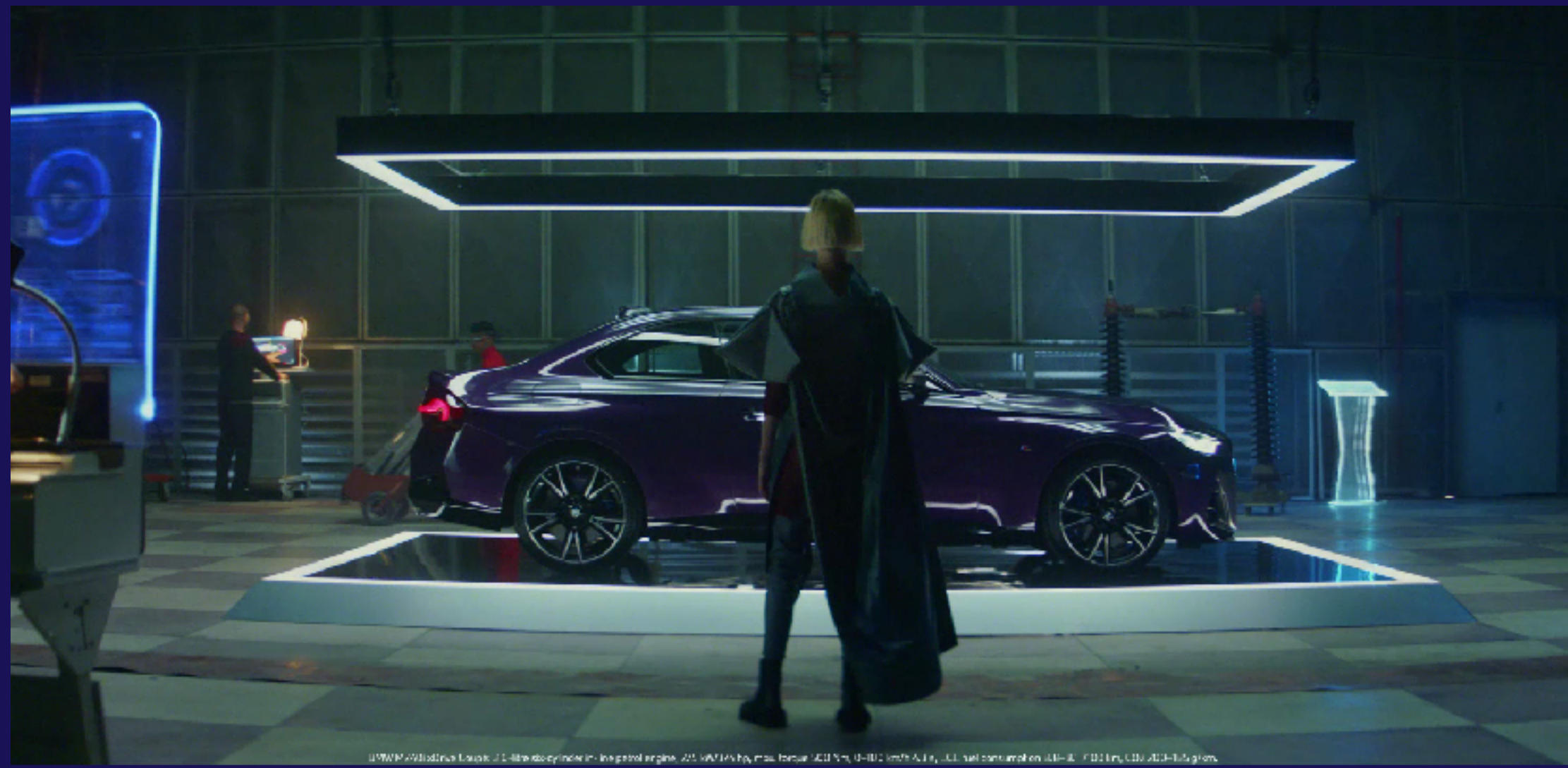


ROCKET LEAGUE

UNITED IN RIVALRY

ROCKET LEAGUE

ROCKET LEAGUE



#006

DOMINO'S PIZZA



THICK SHAKE (AVED)

2024



ART DIRECTION / IDEA / COPYWRITING / AI / PRODUCTION

DOMINO'S PIZZA THICK SHAKE

PROJECT OVERVIEW

An ASMR spot for Domino's new Thick Shake. Minimalist, sensual, to the point. Ultra-low-budget production with one shooting day and four planned shots.

OBJECTIVE

Position the Thick Shake as a premium dessert - with maximum appetite appeal on minimal budget.

PRODUCTION PROCESS

Developed idea, wrote script, created and approved storyboard. Generated cream buildup shot using AI from before/after stills. Fully designed packshot and animated it in After Effects. Created OOH and DOOH formats, supervised audio recording at Not a Machine.

MY ROLE

Senior Art Director. Idea, copywriting, storyboard, AI enhancement, packshot design, animation, format adaptation, audio supervision.

SPECIAL FEATURES

The voiceover was recorded as ASMR - a sensory experience rather than traditional product advertising.



#DETAIL

AGENCY

JUNG VON MATT/HAMBURG

TEAM

SENIOR ART DIRECTOR
Jens Arendt Walz

MOTION DESIGN
Jasmin Singh

PROJECT MANAGEMENT
Anna Marzahn

ACCOUNT DIRECTOR
Katja Zyrull

EXECUTIVE CREATIVE
DIRECTOR
David Leinweber

KOTOWSKI FILMS

DIRECTOR & VISUAL
ENGINEER
Nikolai Kotowski

EXECUTIVE PRODUCER &
AGENT
Carolin Rüger

FOODSTYLIST
Martin Kühnel



Domino's

DOMINO'S PIZZA

CHIEF MARKETING OFFICER
Matthias Maier

HEAD OF BRAND MARKETING
Silke Krüger

BRAND MANAGER
Sarah Kilian

BRAND MANAGER
Hend K.





THE DROP

#007

BMW // M

2020

THE DROP (TV)C

IN M TOWN



ART DIRECTION / PROP DESIGN / MOTION DESIGN

BMW M THE DROP

PROJECT OVERVIEW

"The Drop" is the third film of the successful M Town campaign. A man races through the city to grab the limited BMW 666 rim during a hype release. Features 18 different BMW M models, Easter eggs hinting at the electrified future, and a world full of details.

OBJECTIVE

Continue the M Town story and excite the BMW M community with insider references and future teasers.

PRODUCTION PROCESS

Created hundreds of mockups and designs for props, locations and details: M Town News lower thirds, HYPERIMS store (interior & exterior), donut café branding, racing team construction site, flower design, pizza service, travel agency, movie posters, magazine covers, M Power charging station, Hotwheels blister box, craft beer mockup and more.

MY ROLE

Senior Art Director. Nearly complete production design - from store branding to packaging. Almost every frame contains something I designed.

SPECIAL FEATURES

The film teases the electrified M future for the first time - an M Power charging station on a pickup truck bed. BMW M's most successful digital campaign.



#DETAIL

AGENCY

JUNG VON MATT/NEXT ALSTER



TEAM

CREATIVE DIRECTOR COPY
Benjamin Bruno

SENIOR ART DIRECTOR
Jens Arendt Walz

SENIOR CONCEPT CREATIVE
Tobias Oebel

NOT A MACHINE
Audio Mix

ZAUBERBERG PRODUCTIONS

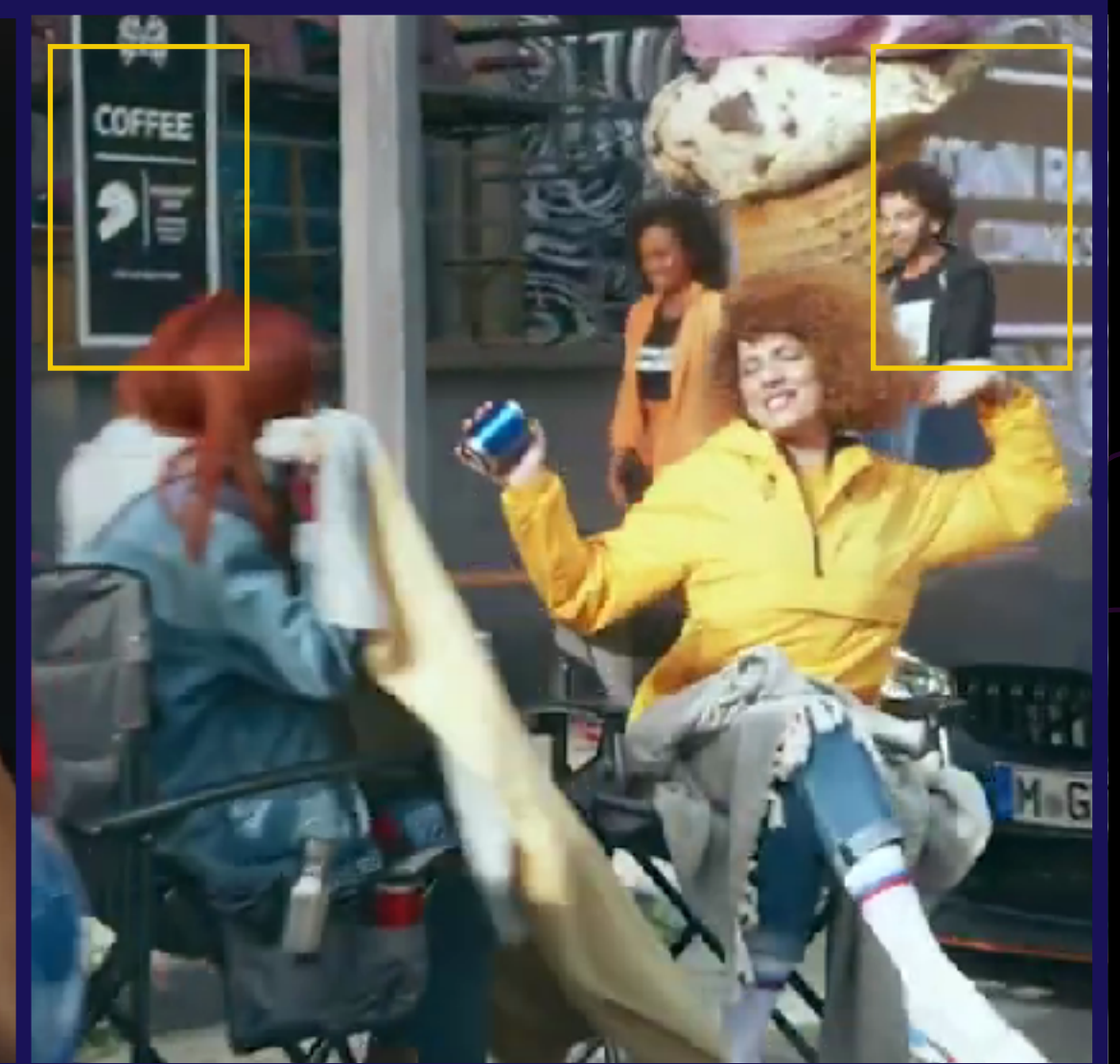
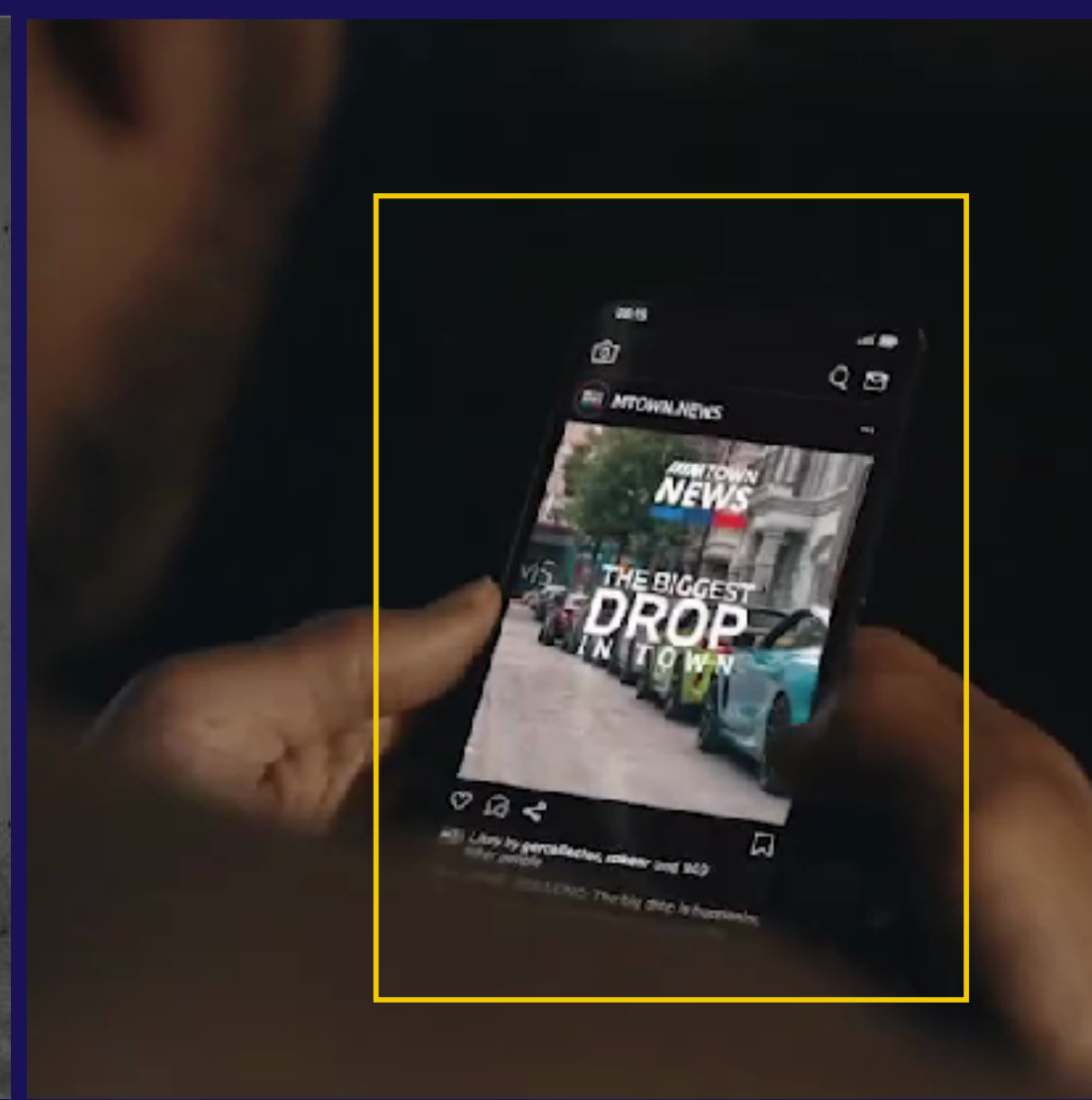
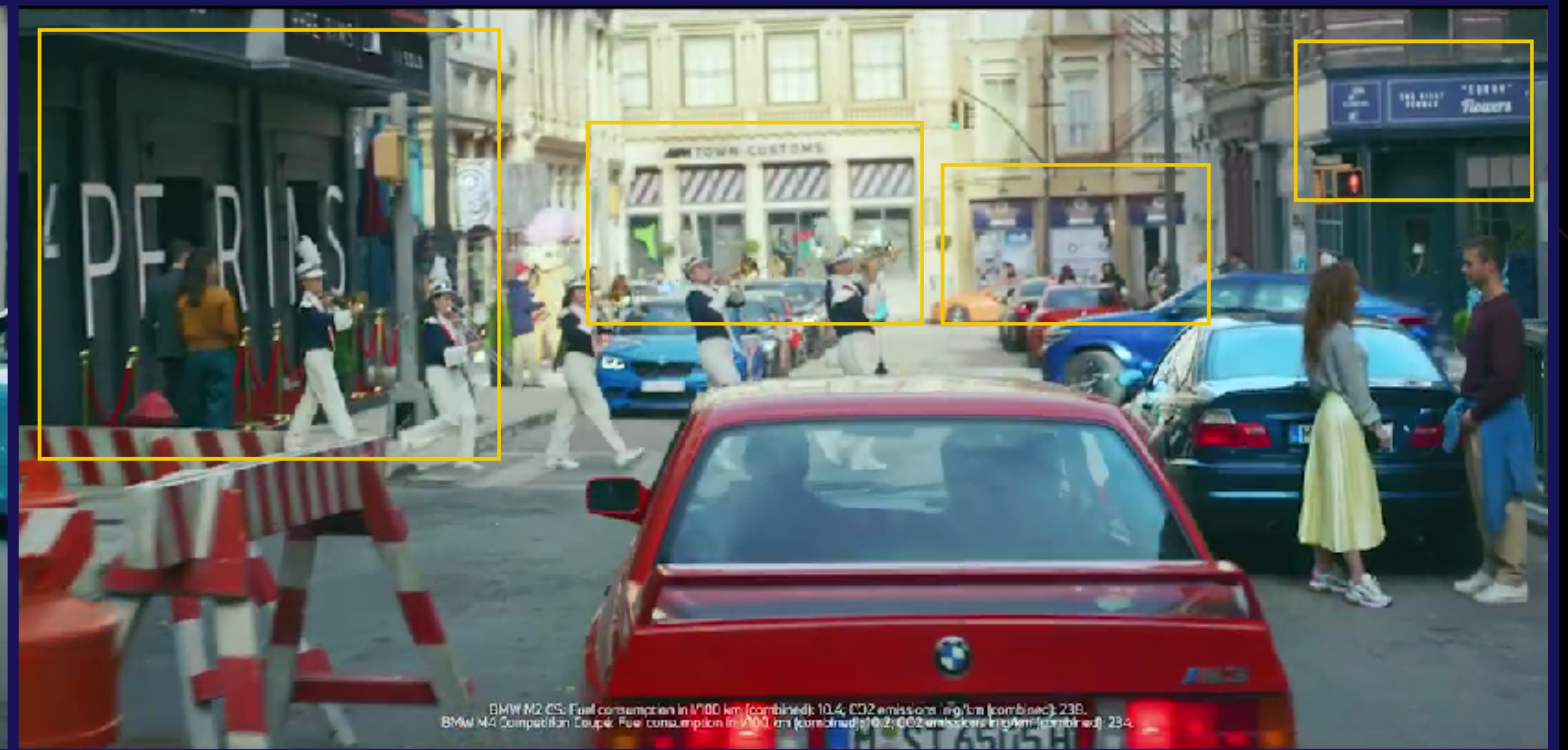
DIRECTOR
Micky Sülzer

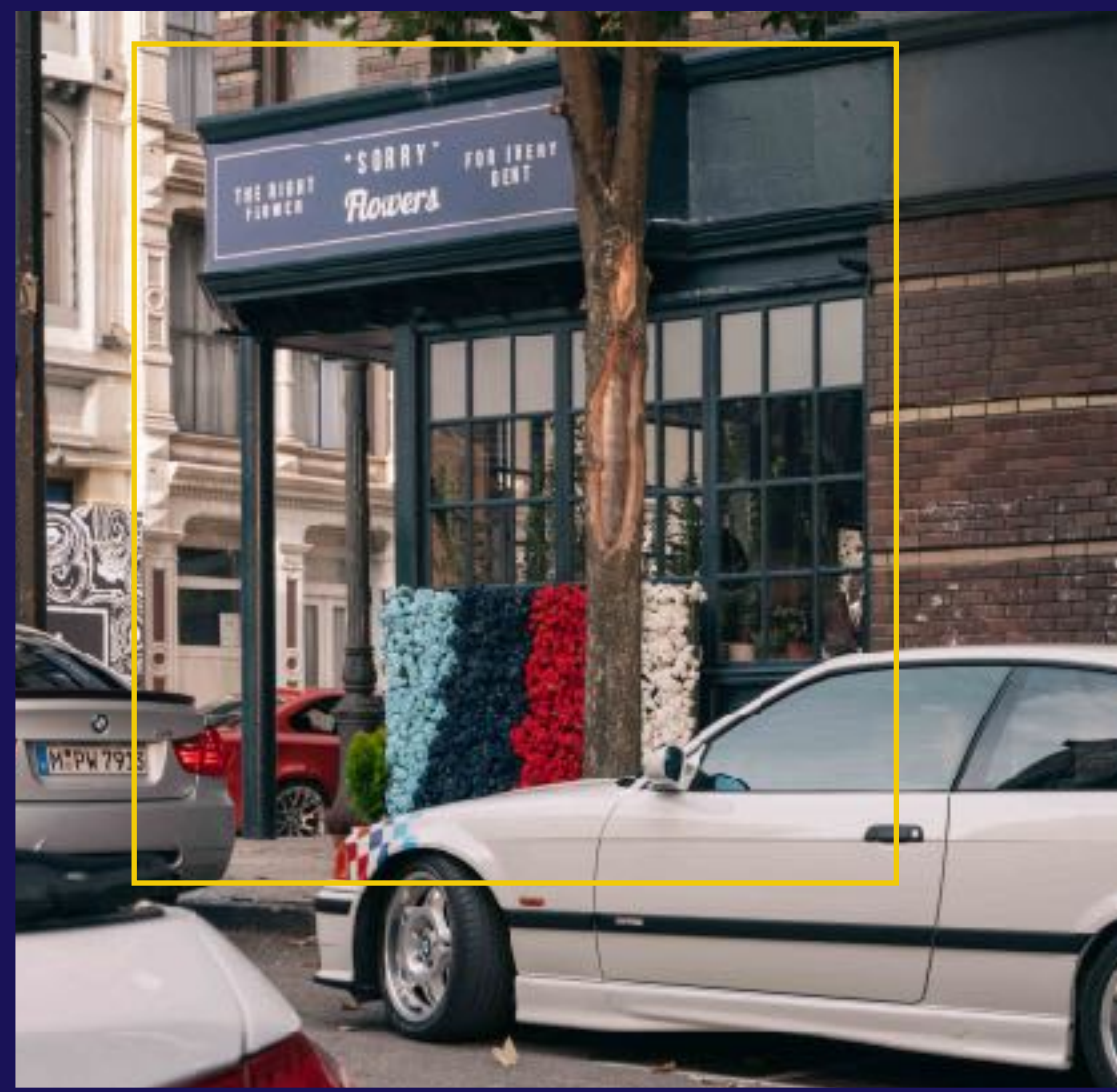
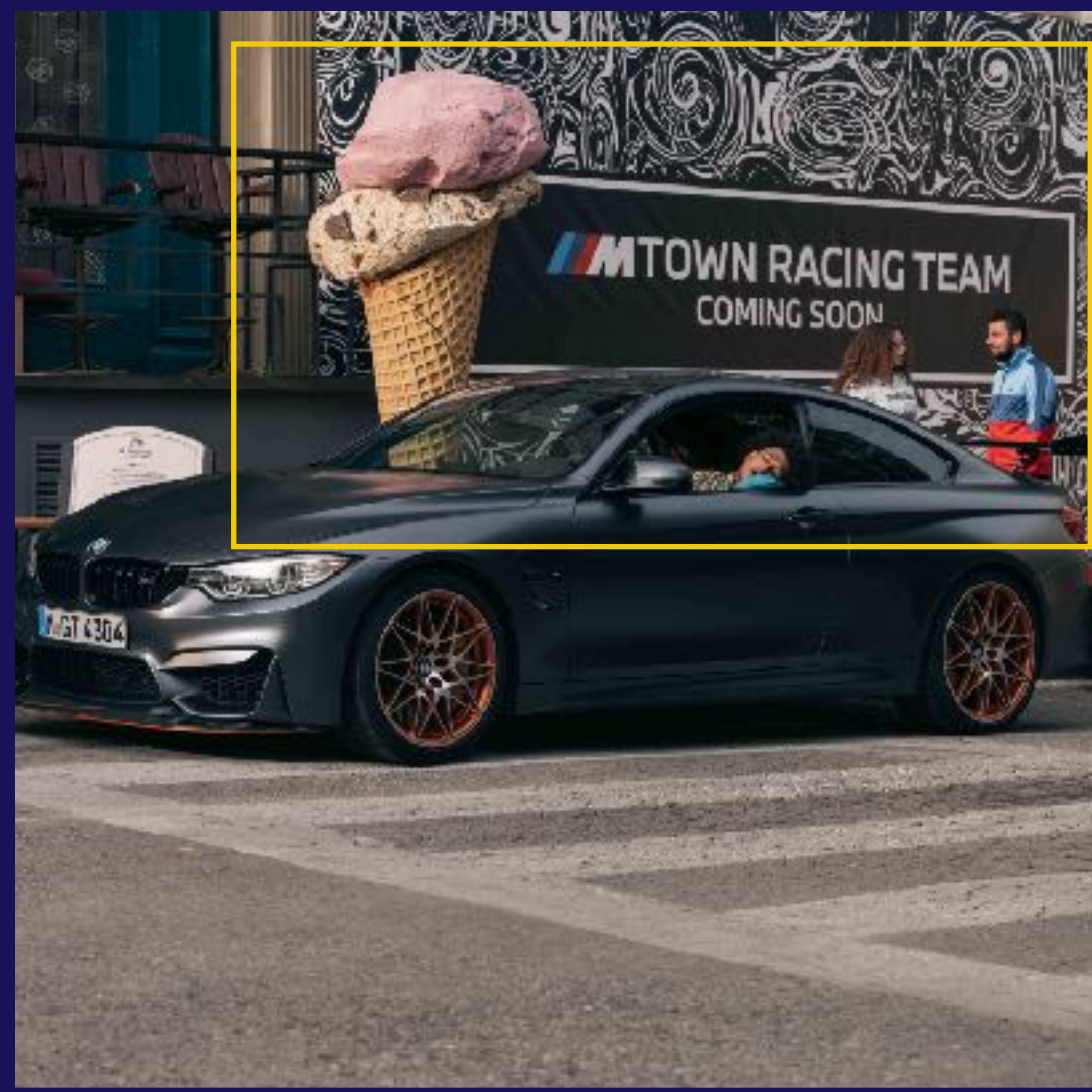
HEAD OF CINEMATOGRAPHY
Jallo Faber

PRODUCTION DESIGN
Bader El Hindi

BMW

CEO BMW M
Marcus Flasch







#008

JUNG VON MATT



FUTURE CARDS

2023

JUNG VON MATT FUTURE PLAY

PROJECT OVERVIEW

Future Play is a physical card game for creatives to challenge briefings with current technologies. A tool that helps generate unexpected ideas - solo or in a team.

OBJECTIVE

Give creatives a tactile tool to systematically develop more innovative concepts.

PRODUCTION PROCESS

Rendered visualizations for all cards in Cinema 4D and edited in Photoshop. Custom SDXL workflow with LoRA for different looks. Layout in InDesign, concept and text developed in Keynote.

MY ROLE

Senior Art Director. Complete visualization of all cards, 3D rendering, AI workflow development, image editing.

SPECIAL FEATURES

An internal project that makes innovation tangible - literally.



#DETAIL

AGENCY

JUNG VON MATT/HAMBURG

TEAM

INNOVATION DIRECTOR

Felix Burger

SENIOR ART DIRECTOR

Jens Arendt Walz

SENIOR ART DIRECTOR

Andreas Kiesgen

HEAD OF PRODUCTIONS

Malte Rehde

JUNGVONMATT

FUTURE



CARDS



WHAT IF _

YOUR IDEA COULD VERIFY AND EXECUTE TASKS OR PAYMENTS AUTOMATICALLY WITHOUT OTHER PARTIES INVOLVED?

JUNG v MATT



WHAT IF _

YOUR IDEA CREATES A WINDOW INTO THE PAST?

DATA

JUNG v MATT



WHAT IF _

YOUR IDEA CONNECTS SO FAST, IT KNOWS NO DISTANCE?

CONNECTIVITY

JUNG v MATT

#009

BMW CASE STUDY



CASE
STUDY

METAVVERSE

2023



ART DIRECTION / CREATIVE CONCEPT / AI / 3D RENDERING / UNREAL ENGINE

BMW METaverse CASE STUDY

PROJECT OVERVIEW

Concept development for a virtual BMW showroom in collaboration with Journee. Cloud-streamed Unreal Engine experience in the browser - walkable, interactive, brand-defining.

PRODUCTION PROCESS

World concept and locations visualized, showroom architecture developed, character design created, item conception, route logic defined, exhibition design conceptualized, implementation accompanied with Journee.

MY ROLE

Senior Art Director. Concept visualization, world concept, character and item design, exhibition conception.

SPECIAL FEATURES

Early exploration of brand experiences in the metaverse - a testbed for new forms of digital brand staging.



#DETAIL

AGENCY

JUNG VON MATT/NEXT ALSTER

TEAM

CREATIVE DIRECTOR CONCEPT
Karim Chughtai

SENIOR ART DIRECTOR
Jens Arendt Walz

PROJECT MANAGEMENT
David Giesen

JOURNEE

EXEC. CREATIVE DIRECTOR
& WORLD BUILDER
Ivan Flugelman

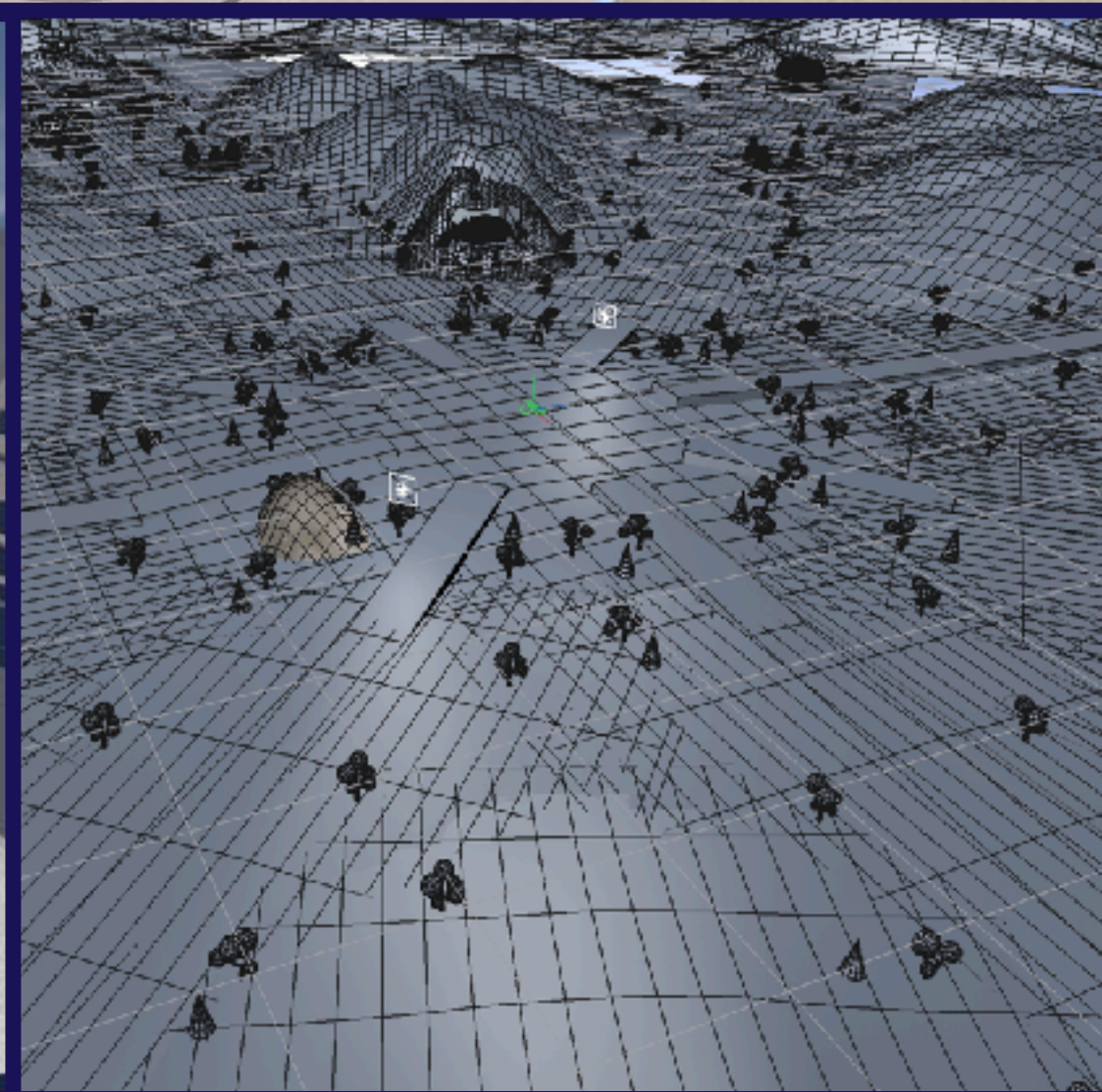


BMW GROUP

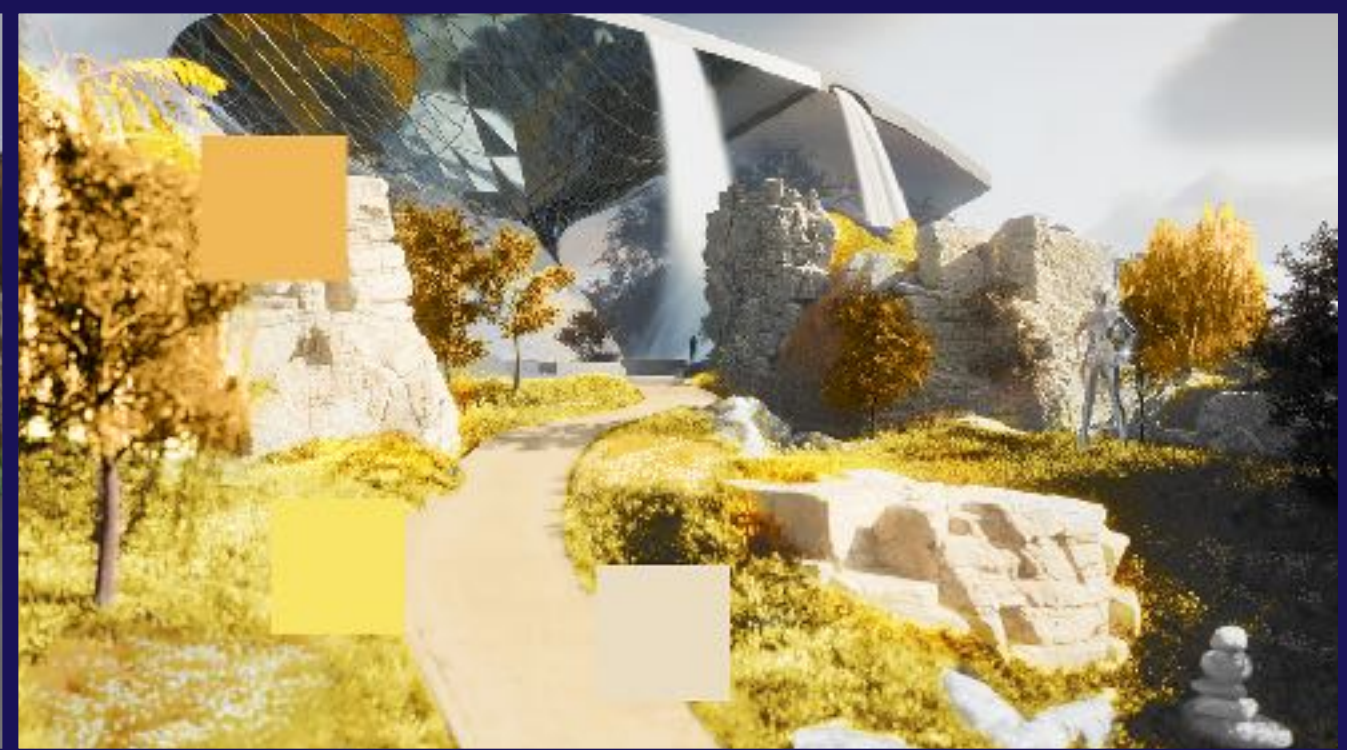
HEAD OF DIGITAL CONTENT
CREATION & BMW METaverse
Pia Schörner

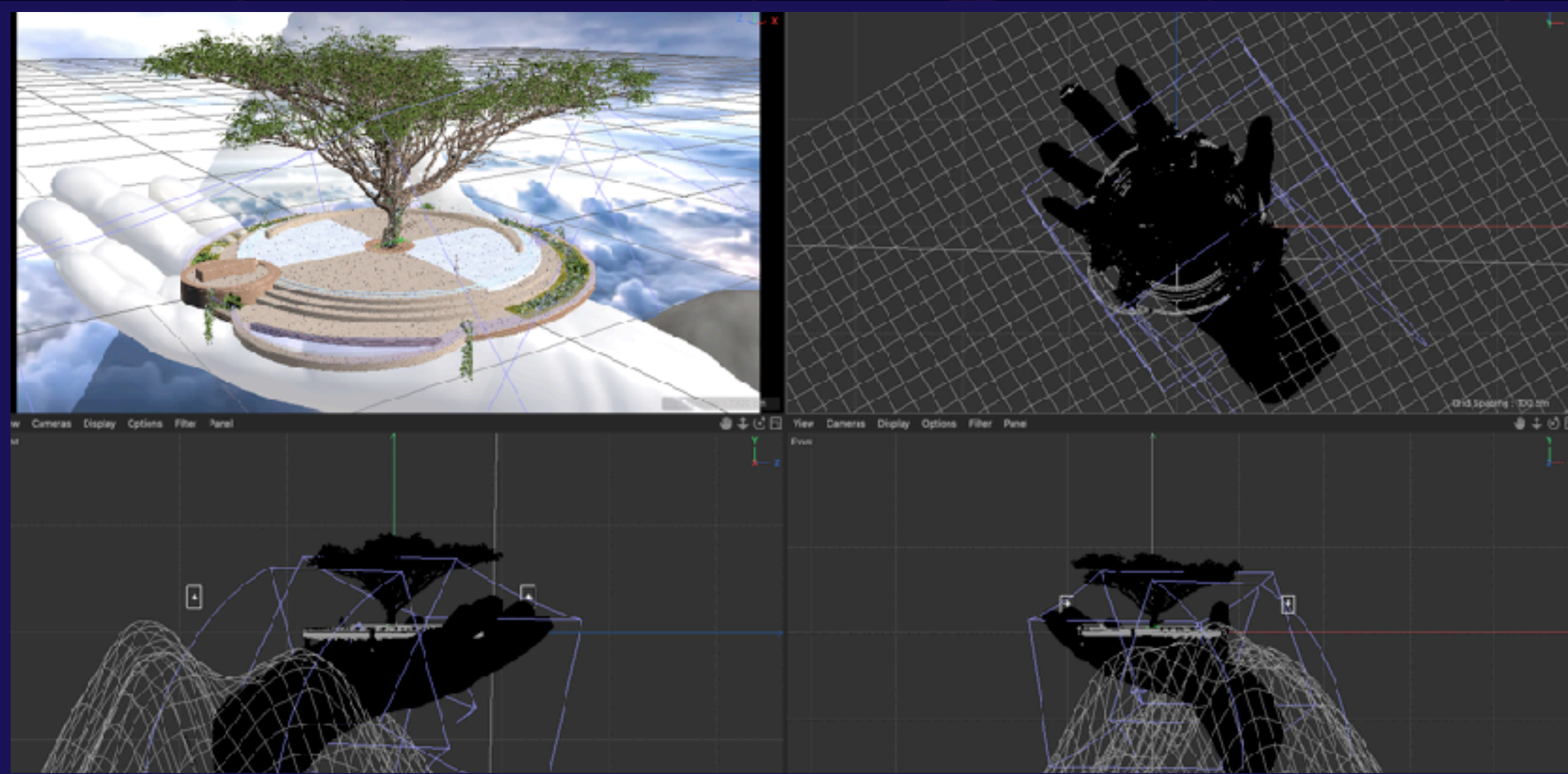
SENIOR MARKETING MANAGER FOR
ESPORTS, GAMING & METaverse
Bettina Scheele











BOOK ME FOR

AWARD IDEAS

PITCHES TO WIN

CULTURAL KNOWLEGE

AI FILM PRODUCTION

CREATIVE CONCEPTS

FAST PROTOTYPES

AI VIBE CODED PROJECTS

ART DIRECTION

MOTION DESIGN

SOCIAL MEDIA IDEAS

TVC FILM SCRIPTS & CLICKBOARDS

INTERFACE/WEB DESIGN

LUX CONCEPT

TIGHT DEADLINES

UNSEEN IDEAS



NOT DECORATING BRIEFS, BUT EXCAVATING WHAT'S ACTUALLY WORTH SAYING. THEN MAKING IT POSSIBLE. I BELIEVE THE BEST WORK HAPPENS IN THE SPACE BETWEEN DISCIPLINES. WHERE MOTION MEETS MEANING. WHERE TECHNOLOGY SERVES STORY. WHERE CULTURE ISN'T REFERENCED-IT'S UNDERSTOOD. FOR OVER A DECADE, I'VE BEEN TRANSLATING BRAND AMBITION INTO VISUAL LANGUAGE.

ENVISION

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