

HARRY SEIFERT

CREATIVE CONSULTING & VISIONARY WORKING · ARTFATALE STUDIO™

Strategic creative consulting in brand management, UX/UI & graphic design.
Less talk, more rock.

Over 20 years of experience in online and offline communication, bundled since 2013 in the digital one-man studio **Artfatale™** with a scalable creative network. I help ideas gain meaning: through clear strategy, precise design and communication that truly reaches people. I take responsibility, in a leading role or embedded in your team, and deliver everything from brand strategy to the finished product from a single source: corporate-proven, remote-native and without agency overhead.

DATE OF BIRTH	MARITAL STATUS	NATIONALITY	LANGUAGES	ENGAGEMENT
02 Aug 1984	Married	German	DE · EN (C2) · FR (B1)	80–100% remote

SERVICES

MY OFFERING

(01)	Creative Consulting	Strategic creative consulting at eye level, as a sparring partner for leadership and teams, in workshops or embedded in agile structures.
(02)	Strategy	Clear, actionable strategies that align business vision, long-term goals and measurable success.
(03)	Brand Identity	Memorable design that captures the essence of your brand and creates a genuine connection with your audience.
(04)	Web Design	Beautiful, user-friendly websites that create seamless experiences and visibly move your business forward.
(05)	UX/UI	User-centered design that measurably improves usability and turns users into happy customers.
(06)	Pitch Decks	Compelling presentations that tell your story, showcase your value and captivate investors.
(07)	Illustrations & Graphic Design	Distinctive, engaging visuals from analog and digital illustration to graphic design.
(08)	Photography	Portraits, corporate image and product photography including retouching and compositing.
(09)	AI Design	Strategic, visual and advisory support on AI topics: from image, graphics and video creation through concept and prompt design to integrating AI into brand and creative processes.

SKILLSET

12 DISCIPLINES, ONE POINT OF CONTACT

STRATEGY	Research · Brand Development & Positioning · Brand Architecture · Narrative · Content strategy	STORYTELLING	Brand Naming & Story · Content Creation · Brand Voice · Copywriting · Storyboards
VISUAL IDENTITY	Logo & Brand Mark · Brand Identity & Manual · Packaging · Editorial & Print · Creative Direction	WEB DESIGN	Sitemaps · Wireframing · UX/UI · Prototyping · Development · SEO & GEO
PHOTOGRAPHY	Portraits · Corporate Image · Still-life · Productshots · Retouch & Compositing	ILLUSTRATION	Analog & Digital Illustration · Fine Art · Concept Art · Graphic Design
AGILE WORKING	Scrum Master & Product Owner · Estimations · Jira & Confluence · Team management	DESIGN THINKING	Context-of-use analysis · Personas · User Stories · Journey Mapping · Service Blueprints
PROTOTYPING	Paper prototype to high-fidelity · Figma · Adobe XD · Sketch · Axure · Invision · Webflow	PROCESS-MODELS	Human Centered Design (ISO 9241-210) · Usability Engineering by Mayhew / Rosson & Carroll
SOFTWARE	Adobe CC · Figma · Sketch · Miro · Webflow · Jira · Azure DevOps · Logic Pro · Final Cut Pro	AI	Midjourney · Firefly · Runway · Sora · Kling · Luma · ChatGPT · Claude · Gemini · n8n automation

CAREER

WORK / EDUCATION

Since 2013	Independent Freelancer & Studio Owner ARTFATALE STUDIO™ One-man design studio with a scalable creative network: strategic creative consulting, brand management and UX/UI for corporations, mid-sized companies and startups.
2015 – 2017	Executive Director / Head of Creation (Site Lead) SINNERSCHRADER (ACCENTURE SONG) Responsible for budget and client management as well as project and team leadership in the development of digital products and corporate presences. Accounts incl. Deutsche Bank, Leica, Ergo, Deutsche Post, Schüco, Messe Frankfurt.
2010 – 2013	Partner / Co-Founder YOULOOKFOR DESIGN Co-founded and ran a design studio (GbR) focusing on concept, branding and editorial design.
2006 – 2010	B.A. Communication Design (grade 1.2) RHEINMAIN UNIVERSITY, WIESBADEN Faculty of Design Computer Science Media.

SELECTED CASES

2022 – 2026

Customer portal & UX · 2022–2025

Netze BW (EnBW)

UX optimization of the customer portal and implementation of the new CI in the design system; led the new grid-connection online process (NSO).

- UX Research
- User flows
- Figma
- Prototypes
- Consulting

Complete Branding · since 2024

2onelab

Holistic repositioning, corporate identity and B2B website for the Darmstadt-based metal 3D printing company.

- Brand Strategy
- Identity
- UX/UI
- Web Development

City Marketing & Employer Branding · 2024–2025

City of Worms

Strategic realignment of city marketing, employer branding campaigns and recruiting measures.

- Creative Concept
- Brand Strategy
- Copywriting
- Workshops

“Stay true to your Lane” · 2023

KIA × League of Legends

Campaign for KIA's fifth year as main sponsor of the LoL EMEA Championship, reaching millions in the esports community.

- Creative Concept
- Art Direction
- Graphic Design

N Taxi Design & Branding · 2024

Hyundai Driving Experiences

Design and promotional branding for the Hyundai N Taxi on the Nürburgring Nordschleife.

- Creative Concept
- Art Direction
- Identity

Agency Branding · 2023

Innocean Z

Brand development for the agency spin-off focused on automotive branding for Generation Z, incl. identity sound.

- Brand Strategy
- Identity
- Tone & Style

REFERENCES (SELECTION)

SELECTION

BASF · Boehringer Ingelheim · Deutsche Bank · ERGO · GfK · Hyundai · KIA · Leica · LEC · Meissen · Mercedes-Benz · Montblanc · Mister Spex · Nestlé · Netze BW (EnBW) · Nike · Panasonic · Schneider Kreuznach · SCHOTT · Schüco · City of Worms

Day rate / Engagement from € 840 (negotiable), plus 19% VAT, excl. travel expenses · 80–100% remote

“I always wanted to be a Superhero, but Designer is pretty close.”

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