



M/KE JOHN OTTO
EXECUTIVE CREATIVE DIRECTOR
CV

Introduction

ADDRESS

Bismarckstrasse 60
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Mike John Otto (aka Blackbeltmonkey).

Build year 1973.

Executive Creative Director with a digital heart.

My purpose:

"I create handsome information & radical content
for brands - as desirous and meaningful as their products."

In short.

I am a Executive Creative Director with design thinking and a purpose based marketing approach. My strength and passion lies in identifying problems, generating insights and creating relevant solutions with a mainly creative and interactive focus. I always look for the story to tell, how to tell it and where to tell it. Having a strong digital vision and not afraid of working hands-on. I wish to change the way brands communicate: putting the user in the center of their communication.

In addition to my agency based practice, I am member of the Art Directors Club Germany, member of the D&AD and lecturer at various national design schools for Interaction Branding. I believe in "Freiheit statt Freizeit" (google it). That is why I see my Agency work as one part of the story and my Art as the other part. Both are able to survive peaceful side by side.

Not only born in Münster, Germany, I studied (Graphic Design) there as well – at the University of Applied Sciences Münster – a very Bauhaus influenced Design School. Four years and one or two twists later, I moved to London to freelance for razorfish and mother. After a couple of months with daily fish and chips I moved to Hamburg to start working as a Senior Designer at razorfish, then as an Art Director at Elephant Seven, followed by the position as Creative Director at BBDO Interone.

Then I moved on to become a founding partner and Head of Creation of BlackBeltMonkey in 2008, working for clients such as adidas, mobile.de and Mitsubishi. In 2011, I joined Hi-ReS! London and then started running the first Hi-ReS! studio in Germany as Managing & Creative Director. Since February 2014 I followed a new Opportunity as Executive Creative Director and Managing Director Digital at PUK / Philipp und Keuntje, a 200 people strong 360° hamburg based agency working for direct clients such as Sennheiser, Audi, Rimowa and Lamborghini.

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Education

**University of Applied Sciences
Münster. Münster School of Design.**

01/10/1996- 01/07/2000

Visual Communication / Design

Degree: Diploma

Languages

German: native

English: fluent

Italien: fluent

Work Experience

Philipp & Keuntje

01/02/2014- now

www.philippundkeuntje.de

Position: Executive Creative Director, Managing Director

Facts:

360° Advertising Agency (Focus: Purpose Based Marketing)

clients: Sennheiser, Audi, Lamborghini, Rimowa.

In charge of a team of 35 people with the goal to establish Digital Creation and integrated campaign/structures inside PUK. So far I achieved that our new client Sennheiser has become the third biggest Account and the most awarded one, regarding creative output. Ongoing pushing the borders of creativity to push PUK being one of the Top 10 Agencies in Germany.

Hi-ReS!

01/03/2011- 31.12.2013

www.hi-res.net

Position: Managing Director / Creative Director

Facts:

Digital Design Studio (Focus: Digital Arts)

clients: Hyundai, Jägermeister, Becks

In charge of a team of 20 people I build and established the first Hi-ReS! Studio outside the UK. We achieved being the global lead agency for our client Jägermeister opening a third office in NY.

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BlackBeltMonkey

01/01/2008- now

www.blackbeltmonkey.com

Position: Founder, Managing Director / Creative Director

Facts:

Digital Design Studio (Focus: Digital Design & Communication)

clients: adidas, Mitsubishi, mobile.de

In charge of a team of 10 creatives this was my own Studio that I founded with two of my former colleagues. We managed to become part of the Top 30 Digital Agencies within three years, winning several awards such as Cannes Cyberlions, NY festivals and ADC for our clients and our own brand BlackBeltMonkey.

Freelance Creative Director

01/01/2007- 01/01/2008

www.blackbeltmonkey.com

Position: Creative Director

Scholz & Volkmer, FarFar, Mother London, North Kingdom, JvM, Neue Digitale, Hi-ReS!

Facts:

Freelance Creative Director

agencies: Scholz & Volkmer, FarFar, Mother London, North Kingdom, JvM, Neue Digitale, Hi-ReS!

My Freelance Label which I used to work as a one-man-show for the international top-notch agencies, working on some of the most well known and successful digital projects such as “get the glass”, “Halo Reach” or “Great Pockets for Nokia”.

Interone Worldwide BBDO

01/12/2003- 31/12/2007

www.interone.de

Position: Creative Director

Facts:

Digital full service agency part of BBDO

clients: MINI, BMW, O2

In charge of a team of 25 creatives I was part of the rebranding of MINI as being bought by BMW. As a Creative Director I created all microsite and the relaunch of the mini.com &.de. During my time at BBDO Interone I won over 45 awards such as Cannes Cyberlions, ADC, Clio, Eurobest and NY festivals.

Elephant Seven

01/04/2003- 01/12/2003

www.e-7.com

Position: Art Director

Facts:

Digital full service agency and part of Springer & Jacoby

clients: smart, Mercedes Benz, Camel.

In charge of a team of 5 creatives.

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Razorfish

01/09/2000- 01/04/2003

www.razorfish.com

Position:Senior Designer

Facts:

Digital full service agency

clients: Audi, Hypovereinsbank, Mettler Toledo, Arte

My first Agency where I started working. First in London and then in Hamburg and project wise in Munich. I launched with my team the audi.de and created the overall new look & feel for Hypovereinsbank. I learned to think with a user centered design approach there which shaped a lot of my work,

Awards

Cannes Mobile Lions Silver	for Rimowa Electronic Tag
Cannes Mobile & Cyber Lions 2x Bronze	for Rimowa Electronic Tag MINI
Cannes Cyber Lions 2x Silver	for MINI Incredibly MINI
Cannes Cyber Lions Shortlist	for BlackBeltMonkey.com Website
Cannes Cyber Lions Shortlist	for Interone Website
Clio Gold	for Sennheiser the Oracle
Clio 2x Silber	for Sennheiser the Oracle
ADC Gold	for Rimowa Electronic Tag
ADC 2x Silver	for Rimowa Electronic Tag
ADC 4x Bronze	for Reshaping-Excellence.com Website
ADC Bronze	for MINI Incredibly MINI
ADC Silver	for MINI Roofdesigner
ADC Silver	for MINI Turn your Mobile
ADC Bronze	for Interone Website
ADC Bronze	for adidas sign for your club
ADC Bronze	for Who killed the idea Webspecial
ADC Bronze	for Subkulturen Uk
ADC Bronze	for Sennheiser the Oracle
ADC Bronze	for Sennheiser Momentum
Golden Award of Montreaux	for adidas sign for your club
Golden Award of Montreaux	for Who killed the idea Webspecial
Deutscher Digital Award Gold	for Rimowa Electronic Tag Deutscher
Digital Award Silver	for Reshaping-Excellence.com Website
Deutscher Digital Award Silver	for BlackBeltMonkey.com Website
New York Festivals Gold	for BMW ICS New Media Lounge
New York Festivals Gold	for MINI Incredibly MINI
New York Festivals Silver	for MINI Roofdesigner
New York Festivals Bronze	for HDI Online Special
New York Festivals Bronze	for Edeka Lebensmitteldipom

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New York Festivals Bronze	for BlackBeltMonkey.com Website
New York Festivals Finalist	for Sennheiser the Oracle
IF Design Gold	for BMW ICS New Media Lounge
IF Design	for BlackBeltMonkey.com Website
IF Design	for Hamburger Dramen Special
IF Design	for Who killed the idea Webspecial
Epica Gold	for BlackBeltMonkey.com Website
Epica Gold	for Who killed the idea Webspecial
Epica Gold	for Sennheiser the Oracle
World Media Award	for Who killed the idea Webspecial
Annual Multimedia	for Subkulturen Uk
Annual Multimedia	for Who killed the idea Webspecial
Annual Multimedia	for BMW ICS New Media Lounge
Annual Multimedia	for Interone Website
IAA Automobile Award	for Who killed the idea Webspecial
Cresta	for MINI Incredibly MINI
Cresta	for MINI Turn your Mobile
DMMA Silver	for MINI Turn your Mobile
Epica	for MINI Roofdesigner
LIAA Silver	for Sennheiser the Oracle
Eurobest Shortlist	for MINI Incredibly MINI
FWA & Adobe Cutting Edge Award	Sennheiser – Reshaping Excellence
FWA Site of the month	Sennheiser – Reshaping Excellence
FWA Site of the day	Sennheiser – Reshaping Excellence
FWA Site of the day	Hyundai Light Reveal
FWA Site of the day	adidas Teamgeist
FWA Site of the day	adidas sign for your club
FWA Site of the day	MINI – incredibly MINI Cooper
FWA Site of the day	MINI John Cooper Works GP

Lectures & Jury work

Lecturer *01/09/2016- now*
MSD, Münster School of Design
Visual Communication / Design

Lecturer *01/01/2009- 01/10/2010*
Design Factory Hamburg /Shanghai
Visual Communication / Design

Member of
Art Directors Club Germany *since 2008*
Art Directors D&AD *since 2010*

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Award Judge

2017 Cannes Lions, Mobile Jury
2017 Deutscher Digital Award, Digital Jury, Jury Chairman
2017 Art Director Club ADC, Digital Jury
2016 Art Director Club ADC, Digital Jury
2016 Deutscher Digital Award
2015 Art Director Club ADC, Digital Jury
2014 Art Director Club ADC, Digital Jury
2013 DMMA, Digital Jury
2013 Art Director Club ADC, Event Jury
2013 D&AD, Digital Design Jury
2011 DMMA, Digital Jury
2011 D&AD, Digital Design Jury
2009 Art Director Club ADC, Digital Jury
2008 Art Director Club ADC, Digital Jury
2007 Art Director Club ADC, Digital Jury

Publications

Web Design Flash Sites (Taschen Verlag)
Web Design E-Commerce (Taschen Verlag)
Web Design Games (Taschen Verlag)
Advertising Now Online (Taschen Verlag)
Hamburgs Kreative 2010
Selection Yearbook 2011
Selection Yearbook 2012
Page Magazine
Weave Magazine

Case feature
Case feature
Introduction & Case feature
Interview & Case feature
Introduction & Case feature
Introduction & Case feature
Introduction & Case feature
Various Introductions & features
Various Introductions & features

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what else?

I currently have no pets but a girlfriend and a little son. My favourite time of day is dusk and I truly believes that two wheels are better than four but prefer them to be motorised and from the 60s. I do Art, build Cafe Racer and I try not to stereotype, ironically my favourite youth culture are mods and I am a Northern Soul lover. Well...

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***FOR CASES PLS. CHECK /
WWW.BLACKBELTMONKEY.COM***
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