



My professional ethos is deeply rooted in understanding the clients' needs and crafting concept-driven, emotionally engaging functional designs. My strength lies in approaching challenges from an external perspective, consistently offering honest, factual, and compelling advice.

I pay attention to details and ensure consistent quality from concept to execution and implementation across various media and platforms. I am a solid partner on the road to meaningful visual communication.



Technical skills

Adobe: Illustrator, Photoshop, InDesign, Premiere Pro, XD, After Effects, Acrobat, InCopy

Microsoft Office, Figma, Wordpress, Wix, Canva, Sketch, Miro,

Language

German ● ● ● ● ● ● ●
Danish ● ● ● ● ● ● ○
English ● ● ● ● ● ● ○
French ● ● ○ ○ ○ ○ ○

Latest Conferences

- **Pictoplasma Conference**
2022, Berlin
International festival for modern character design within art, illustration and graphic design.
- **Forward Festival**
2021, Hamburg
International Festival for Creativity, Design and Communication
- **Design Matters**
2019, Copenhagen
International conference on digital design

Tina Schembecker

Graphic Design

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eye-on-you.com



Work

- since 2008 **Freelance Graphic Designer / Art Director**
eye-on-you.com
Clients and collaborators include, among others Røde Kors, Kvinderådet, Danner, Zentropa, Det Danske Filmskole, Dyrberg/Kern, Georg Jensen, Beskæftigelsesministeriet, Bang & Olufsen, Nordisk Film, DR, Nimbus Film, HK, DTU, Mellempfolkelig Samvirke, Dansk Industri, Amnesty International
Brand Design, Identities, Campaign Development, Layout, Brochures, Posters, Banners, Illustrations, Infographics, Pictograms, Social Media Content, Video Production, Animation, Digital Banners, Design Manuals, Typography, UX/UI Design.
- 2002 - 2008 **Adventure World**, Copenhagen - Graphic Designer / Art Director (Outdoor and travel magazine, now Opdag Verden)
Publisher // *opdagverden.dk*
In-house responsible for the company's visual expression, the graphic form of identity, magazines, marketing materials, print layout, publications, website, banners, exhibition stands.
- 2001 - 2002 **Macvaerk**, Copenhagen - Graphic Designer
Designstudio // *macvaerk.com*
Identities, Logotypes, Brochures, Advertisements, Books, and Banners, Illustrations, Typography and Infografik
- 2000 - 2001 **Neue Digitale**, Frankfurt - Digital Designer
Creative agency for media solutions // *neuedigitale.de*
Design for websites for Nike, Nitro, Schneewerk, 3P, Daimler Chrysler...
- 1997 - 2000 **Hermann Vaske's Emotional Network**, Frankfurt - Graphic designer
Advertising agency/production company
Graphic design for books *Why Are You Creative* and films *The World's Best Sellers* and *How or Separate People From Their Money*

Education

- 1997 - 2001 **FAKD - Academy of Visual Arts**, Frankfurt
Graphic Design, Communication Design, Multimedia Design
- 1995 - 1997 **J. W. von Goethe-Universität**, Frankfurt / M.
Psychology, Art History

Latest Courses

- **Video Communication** (course on producing and managing the process from idea to the finished video)
- **UX/UI Design** (deep dive into user research, Design Thinking, User-Centered Design, Contextual Design, information architecture and user interface design, along with the relevant tools in the design process)