



## Michel Sutyadi 蒋立德



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### Summary

- Bachelor's degree in Graphic Design and Visual Communication from the Münster School of Design (Germany)
- 15 years of experience as a Lead Designer working for a active apparel and lifestyle creating graphic design and apparel design for a cycling line as well as brand communications, e-commerce and retail design
- 5+ years of experience in advertising/client-facing consulting and project management environment serving clients from different industries in the areas of print campaigns, tv ads, storyboards and events
- Solid knowledge and natural interest in sports fashion, street culture and lifestyle products
- 5+ years of experience in guiding small teams, managing freelancers and photographers
- Fluent in 3 languages (German, English and Chinese)
- Highly proficient in using design software (Adobe CS, Photoshop, Illustrator, InDesign and Keynote)

### Experience

#### **CREATIVE DIRECTOR, LEON CYCLE; SHANGHAI – MAR 2021 - PRESENT**

Leon Cycle is a global e-mobility and electric bicycle brand with an online and retail presence in over 10 countries. Michel is leading the in-house brand and design team overlooking ATL and BTL creative campaigns for print and digital, as well as product design, development and retail marketing.

#### **SOCIAL MEDIA MANAGER (VOLUNTEER), LIFELINE CHINA; SHANGHAI – OCT 2019 - PRESENT**

As part of the Lifeline Operations Team, Michel is managing the Social Media Team and is in charge of content and design, helping the organization on digital marketing projects, website, social media and events.

#### **BUSINESS TEAM MANAGER, GANTER GROUP; SHANGHAI – JUN 2018 - APR 2019**

Michel managed a team of Project Managers, overlooking all business aspects like delivering projects on time, creating financial plans and overlooking external suppliers while delivering premium quality retail and commercial projects to clients like Mammut Outdoor, Burberry, Porsche Design, Sony and Galeries Lafayette.

#### **CREATIVE DIRECTOR/CO-FOUNDER, NLGX DESIGN COMPANY LTD; BJ/SH – OCT 2007- MAY 2018**

Michel was instrumental in the development of the brand, its communication and its products. From apparel and fashion clothing to accessories, he has managed product development, production and overseen the digital marketing and branding of product launches, retail spaces and events. Michel has been the driving force growing the brand and its products, identifying new opportunities looking at trends and the market.

#### **ART DIRECTOR, INTERONE CHINA (BBDO GROUP); BEIJING – SEP 2006 - APR 2007**

Working on the creative direction for campaigns like BMW 5 and 7 Series, BMW X3 and MINI Cars. He was managing ATL and BTL projects for TV commercials, print ads, digital, outdoor billboards, POS displays and merchandising, as well as designing the "BMW History Book" and "MINI Heritage Book".

#### **SENIOR ART DIRECTOR, SAATCHI & SAATCHI ADVERTISING; BEIJING – FEB 2004 - AUG 2006**

Worked on the creative strategy and execution for clients like Toyota, Lexus, Nestlé, IKEA and P&G. Chinese local clients include Mengniu Dairy, Xian Janssen Pharmaceutical and Snow Beer. Main work included various ATL/BTL projects and market research focus groups and retail store visits.

#### **DIGITAL DESIGNER, DBAP GMBH; MUNSTER, GERMANY – JAN 2000 - FEB 2003**

Digital design, UI/UX and e-commerce development for clients in the sports and skateboarding industry like TITUS GmbH, Frontline GmbH, Forvert Apparel and Brooks Running Shoes.



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## Education

### **University of Applied Sciences, Münster School of Design, Germany**

Dipl.-Designer (FH) Graphic Design/Visual Communication

### **Beijing Language & Culture University, Beijing, China**

Intensive Chinese Language Studies - Mandarin

### **Lehrinstitut für Communication Design, Rheda-Wiedenbrück, Germany**

Special courses in illustration, typography and photography

## Volunteer Experience

### **LIFELINE CHINA** – 2019 - Present

Lifeline China was established in 2004, Lifeline remains the only English speaking crisis and mental health helpline service in Mainland China. It operate as a 100% volunteer based social enterprise, in cooperation with the Shanghai United Foundation. Michel is a trained mental health volunteer for both the phone helpline and the Live Chat service.

### **LINKEDIN LOCAL SHANGHAI** – 2019 - 2020

LinkedIn Local is a global network, created by the LinkedIn community. Through digital design and creative strategy, Michel was helping to bring meaningful business events and connections to the professional community in Shanghai.

## Skills

Adobe CC (Photoshop, Illustrator, InDesign), Microsoft Office (Word, Excel, PPT)

## Languages

**German** (Native), **English** (Perfect), **Chinese** (Professional working proficiency)

## Awards & Recognition

### **NLGX Design has been featured by numerous local and international media outlets**

CNN Travel, BBC World, Vogue, ELLE, BTV, Beijing Today, Global Times, Spiegel Online...

### **CNN Travel Mention - 2013**

Beijing shopping: NLGX Design Store got voted among the city's top 12 boutiques

### **Sendpoints Publishing Co., Ltd. - 2013**

6-page design feature for NLGX promotional material in the book "Promotion Design"

### **Design for Asia Award (DFA), Hong Kong - 2010**

Category: Identity & Branding - Communication Design: NLGX Design Graphic T-shirt Series

### **red dot award - 2008**

Category: Communication Design, Advertising: The MINI Story (Book), Client: BMW