

# Anselm Dästner

## Graphic Designer



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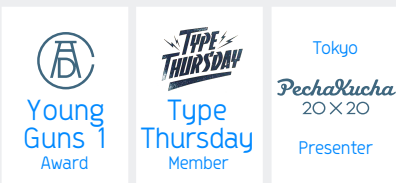
My priority is to make my clients look good.

As a Graphic Designer I am specializing in User Experience and User Interfaces, Typography, and Branding. As a design consultant I author store kits and sales campaigns for international brands such as The Limited, Scholastic, Sotheby's, and MTV. In my proudest moments, I solve User Experience issues. I also design motion menus for DVDs & Blu-rays since their "inception" and built the first websites for Sotheby's and MTV.

[www.dastner.com](http://www.dastner.com)

60 Ave B 2d, NYC, NY 10009

## AWARDS & ASSOCIATIONS



## KEYWORDS

Graphic Design, User Interfaces, Typography, HTML5, CSS, PHP, Editorial, Logos, Infographics, DVD and Blu-ray, Motion Menus, Creative Art Direction, Print, Wordpress Themes, Brochures + Point-of-Sales material, Adobe CS Catalogs, Flyers, Screenprinting, Responsive web, Layouts, Marketing, Photoshop, Illustrator, InDesign, Web Developer, Freelance, Contract

## SKILLS

Typography - Font design - Campaign Concepts for Marketing, Social media & Brand identities - User Interface Design - html5, wordpress + css + php - Branding & logos - Editorial layouts - Record covers & Vinyl decals - Flyers & brochures

## EXPERIENCE

2018 - Present **Pratt Institute & Parsons** NYC  
Adjunct Professor for UX+Ui Web Design, Graphic Design, Portfolio, and Typography

2017 - Present **MTG** NYC  
Senior Art Director, Commercial marketing campaigns, eFlyers, event design, websites  
[www.marketingthrugraphics.com](http://www.marketingthrugraphics.com)

2016 - 2017 **Rapp Advertising** NYC  
Freelance Art Director, Pharmaceutical advertising campaigns, Direct mail print pieces, icons & infographics for Gilead and Phizer  
[www.rapp.com](http://www.rapp.com)

2015 - Present **Juice Pharma & Flywheel** NYC  
Freelance Art Director, Pharmaceutical advertising campaigns and training material  
[www.juicepharma.com](http://www.juicepharma.com), [www.flywheelpartners.com](http://www.flywheelpartners.com)

2016 - 2017 **Scholastic** New York  
Freelance User Interface Designer, User Interface design of On-boarding & registration, modules and icons for the launch of [www.scholastic.com/teachers](http://www.scholastic.com/teachers)

1998 - Present **Luminous 7** Centerville  
& **Giant Interactive** NYC  
& **Criterion Collection** NYC  
& **Oscilloscope Labs** NYC  
Freelance User Interface Designer, Motion menu design for DVD and Blu-ray discs  
[www.luminous7.com](http://www.luminous7.com), [giant-interactive.com](http://giant-interactive.com), [criterion.com](http://criterion.com), [oscilloscope.net](http://oscilloscope.net)

1998 - 2010 **MTV Viacom** NYC  
& **Sony DADC** NYC & LA  
Freelance Art Director, Web design, User interfaces and Illustrations, DVD & Blu-ray  
[www.mtv.com](http://www.mtv.com), [www.sonydadc.com](http://www.sonydadc.com)

1999 - 2003 **Cream01** NYC / Munich, Germany  
& **D'Office** Munich, Germany  
Freelance Graphic Consultant & Art Director, Advertising Campaigns for K2, Adidas, Pash, Burger King, Payback, Amex, Berlinale Film Festival event design

2016 - 2017 **The Limited** NYC  
Graphic Designer, Brand and Logo design, brochures & Victoria's Secret catalogue

1996 - 1999 **Flyer magazine** NYC / Tokyo / SF / LA  
Co-founder of printed monthly Urban Culture Guide, Distribution 50.000 per city

1996 - Present **Boyz&Girls Design** NYC / Tokyo  
Owner, Record cover Design, Flyers 7 Brochures, websites, logos, illustrations...  
[www.bozyandgirls.com](http://www.bozyandgirls.com)

## EDUCATION

1994 - 1998 **School of Visual Arts** NYC  
Bachelor of Fine Arts in Graphic Design and Computer Design

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[www.dastner.com](http://www.dastner.com)

### Languages

German, English, Japanese, Geek

### Teaching @ Pratt & Parsons

UX and User Interface design

Graphic Design Portfolio

Introduction to Graphic Design

Typography on the web

Future Digital Platforms

### Publications & Exhibitions

2018 Paintings and drawings  
- Capsule Gallery, NYC

2017 Typography posters with Type  
Thurs. at Farmingdale State College

2017 Type Thursday Yearbook:  
feature on silkscreening type posters

2017 Paintings and drawings from  
the LES - 9th st Espresso, NYC

2014 Maas Context magazine #24  
(Spain)- Tokyo edition

2014 Paintings and drawings from  
Tokyo and New York  
- Kamakura Coffee Shop, NYC

2012 Pecha Kucha presentation  
- Cafe Deluxe, Tokyo

2003 Transforming Found Objects  
into Digital Assemblage - Spencer  
Drate

2001 Extreme Design  
- Jutka Salavetz, Spencer Drate

2000 Searching for the Perfect  
Beat - The Earth Program, Joel T.

1999 Extreme Fonts - Spencer Drate

1997 Cool Type - Spencer Drate

### Awards

Young Guns (ADC), STA-Chicago

## FREELANCE

### Flywheel Pharma

[www.qantaahmed.com](http://www.qantaahmed.com)

MTG (marketingthrugraphics.com)

### Rapp Advertsing

User Interface Design for  
Phizer & Gilead web and mail

### Scholastic

Account pages for new website  
& Digital Content Manager Tool

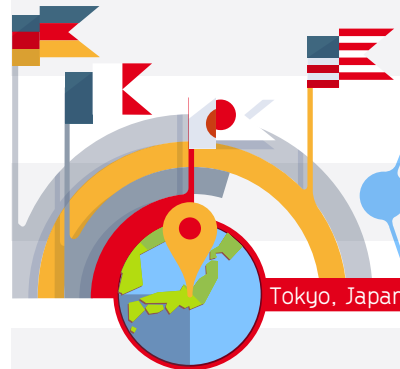
### Juice Pharma

Graphic Design for Singlair

### MTV, Viacom

User Interface website design for  
MTV/CMT/Nikelodeon

## LANGUAGES



### The Limited

Graphic Design for  
Victoria's Secret, NY&Company

### flyer

Co-founder & Creative Director  
Aclub magazine w/ 50k copies/mo  
extended to San Francisco & Tokyo

### io/360°

Early websites  
for Sotheby's & Nortel



New York City

Philly



Time  
Line

Number of projects/month

## CLIENTS

### Parsons School of Art

### Pratt Institute

Adjunct Professor for UX+Ui,  
Graphic Design, Portfolio, and Typography

### Luminous 7

DVD and Blu-ray, Video Editing  
NatGeo/Zeitgeist/Acorn/Milestone

### Criterion Collection

DVD & Blu-ray  
Motion Menu Design

### Oscilloscope Laboratories

DVD & Blu-ray  
Motion Menu Design

### Sony DADC

BD Reel, DVDs, VOD layer skins  
BD Link logo, movieIQ app

### Giant Interactive

DVD & Blu-ray  
UI for Games

[moniquebingham.com](http://moniquebingham.com)  
[zarifnyc.com](http://zarifnyc.com)  
[tunjidada.com](http://tunjidada.com)

### Blink Digital

DVD & Blu-ray  
New Video/MTV/WWE/Nat



Munich/NYC

Brand & Event Design  
Adidas/Pash/Burger King/Payback

### Crush Digital Video

First DVD 1997  
Samsung/Wellspring/PalmPictures/Manga



### BoyzandGirls

Ibadan Records  
SonicNet, Stim, MTV  
Konkrete Jungle/Tunnel/Limelight/Roxy...

### School of Visual Arts

Computer graphic design BFA