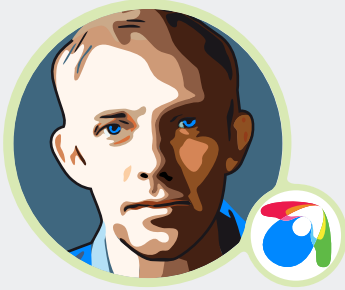


Anselm Dästner

Graphic Designer



anselm@anselmdastner.com

917 536 3901



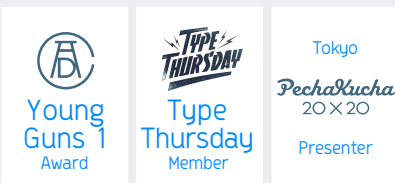
My priority is to make my clients look good.

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

618 East 9th Street, store
New York, 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

User Experience Design - User Interface - Typography - Font Design
Campaign Concepts for Marketing, Social Media & Brand Identities
HTML5, WordPress Theme Design + CSS + php - Record Covers
Vinyl Decals - Flyers & Brochures - wp-rig - Adjunct Professor

EXPERIENCE

2022 – present

Rebirth of BOYZandGIRLS NYC

a gender-fluid fashion brand inspired by the everyday casual street style of New York City - www.boyzandgirls.com, www.instagram.com/boyzandgirlsdesign

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

2015 – Present

Juice Pharma & Flywheel NYC

Freelance Art Director, Pharmaceutical advertising campaigns and training material
www.juicepharma.com, 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

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, giant-interactive.com, criterion.com, 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, 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.boyzandgirls.com

EDUCATION

1994 – 1998

School of Visual Arts NYC

Bachelor of Fine Arts in Graphic Design and Computer Design

Anselm Dästner

Graphic Designer

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

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



Freiburg 1970

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
zarifnyc.com
tunjidada.com

Blink Digital

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

CREAM

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