



HEY, I AM SUSANNA!

A passionate Art Director and Brand Designer with vast experience in fashion and digital design.

I am a creative thinker, a doer and an optimist. I have a vision and I put it into practice. From me, you can expect strong ideas, creative courage and cross-media thinking. Take a look at my portfolio here: sundesign-studio.de

CONTACT

SUSANNA NIKLAS
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SKILLS

Art direction / branding / conception
shooting production / graphic design
social media / AI

HARD SKILLS

Adobe CC Photoshop, Illustrator,
InDesign / Sketch / Figma / Wordpress
MS-Offices

SOFT SKILLS

Project management / fast learner
optimistic teamplayer / creative detail
seeker / solution seeker

LANGUAGES

German ●●●●●●
English ●●●●●○

WORK EXPERIENCE

on	going	BRAND DESIGNER & BRAND STRATEGIST
05	2023	FREELANCE WORK: fashion, beauty and lifestyle brands <ul style="list-style-type: none">• Brand design and brand strategy• Web design and strategy• Social media and print design
on	going	ART DIRECTOR
10	2024	HOME SHOPPING EUROPE GMBH, Munich <ul style="list-style-type: none">• Creative conception and design of campaigns for all HSE channels• Revision and enhancement of existing campaigns and visuals• Coordination with teams like Conception, Content, Project Management, On-Air Promotion, Photo/Video Production
08	2024	ART DIRECTOR
12	2022	MYPOSTER GMBH, Munich <ul style="list-style-type: none">• Development and implementation of creative concepts and cross-media campaigns• Branding, corporate identity and logo development• Development and implementation of shooting concepts• Social media strategy and content creation• Web, app and graphic design• Use of AI (Midjourney & ChatGPT)• Product design• Editing and retouching of shooting and product images• Project management• Onboarding of new team members• Mentoring of Junior Art Directors
11	2022	JUNIOR ART DIRECTOR
11	2020	MYPOSTER GMBH, Munich
05	2020	TRAINEE PRODUCT & DESIGN MANAGEMENT
12	2019	ANY DI, Munich <ul style="list-style-type: none">• Creation and processing of hand drawings/illustrations for the collections, including sales books, posters, shop windows, pop-up areas• Layout of texts, photos and graphics for presentations• Editing and retouching of photo shoots and product images• Assistance in the creation of collections and marketing, sales and communication concepts• Assistance in the conception and design of artwork

EDUCATION

06	2023	SOCIAL MEDIA MANAGER
03	2023	IHK-Zentrum für Weiterbildung GmbH, Heilbronn
03	2019	FASHION DESIGN B.A.
09	2015	Final grade: 1,3 Akademie für Mode und Design, Munich
08	2015	TEACHING ELEMENTARY SCHOOL
10	2013	Ludwig - Maximilians – Universität, Munich
08	2013	JOSEPH-EFFNER-GYMNASIUM
		Dachau

AWARDS

03	2020	NOMINATION FOR THE
10	2019	„MÜNCHNER MODEPREIS 2020“
02	2019	AMD FASHION AWARD 2019
		Silver: 2nd place for the best graduation collection of the 2019 AMD graduates
03	2019	DEUTSCHLANDSTIPENDIUM
09	2017	Sponsorship by Marc O'Polo