

SMART IDEAS  
FOR SALE

**SEBASTIAN  
SCHEID**  
PORTFOLIO  
2020

Visual Communication +  
Strategic Brand Management



**Hi, I'm Sebastian** – a multi-disciplinary designer and marketing communications manager from Cologne, Germany.

I'm a child of the mid 80's. Enthusiastic runner, reader, dreamer. ~~Procrastinator~~.

I'm fascinated by people, the beauty of logic, music and the exchange of ideas.

**I'm a passionate amateur** in almost anything I do.

I like to work on interesting projects with good people.

**Need a hand?** I have two – let's get in touch!

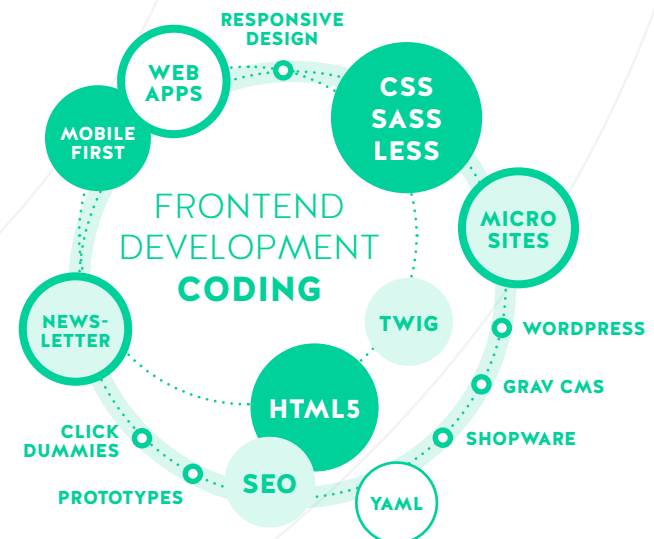
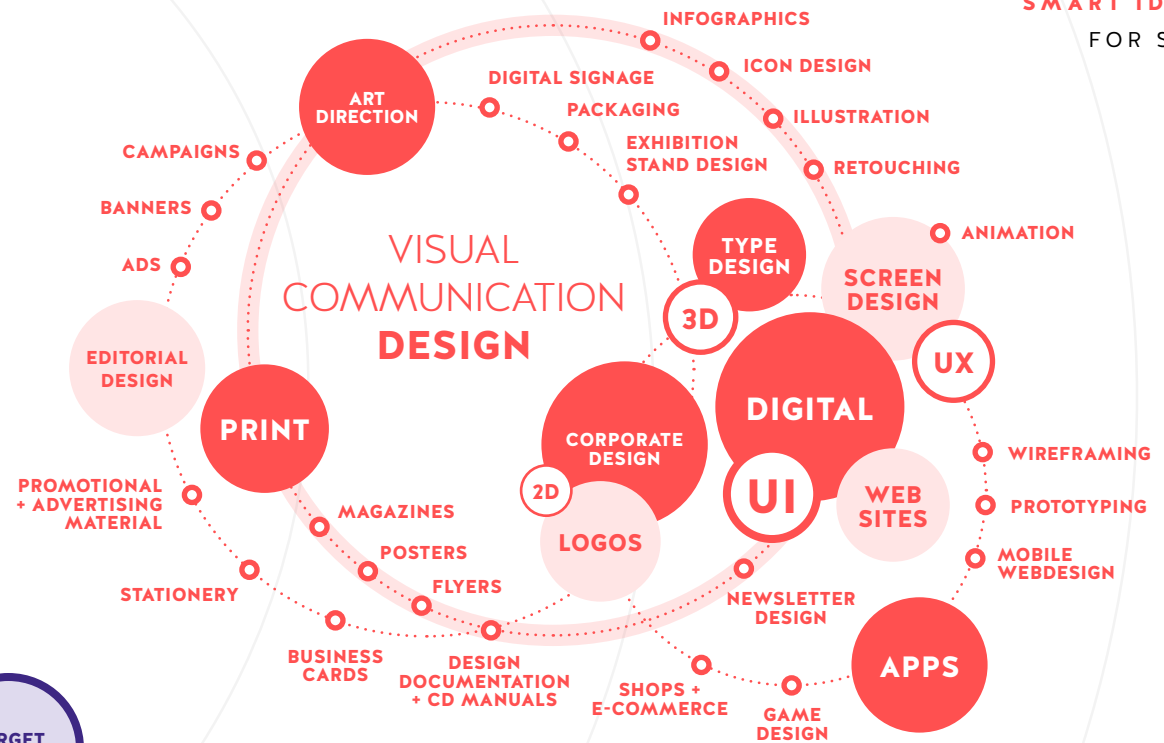
## OVERVIEW

# What I can do for you

I work in the fields of design, code and marketing communication. **I create crossmedia solutions.**

From strategy and concept over design to the concrete implementation – with focus on the user.

**From analog to digital.**



PAST + PRESENT

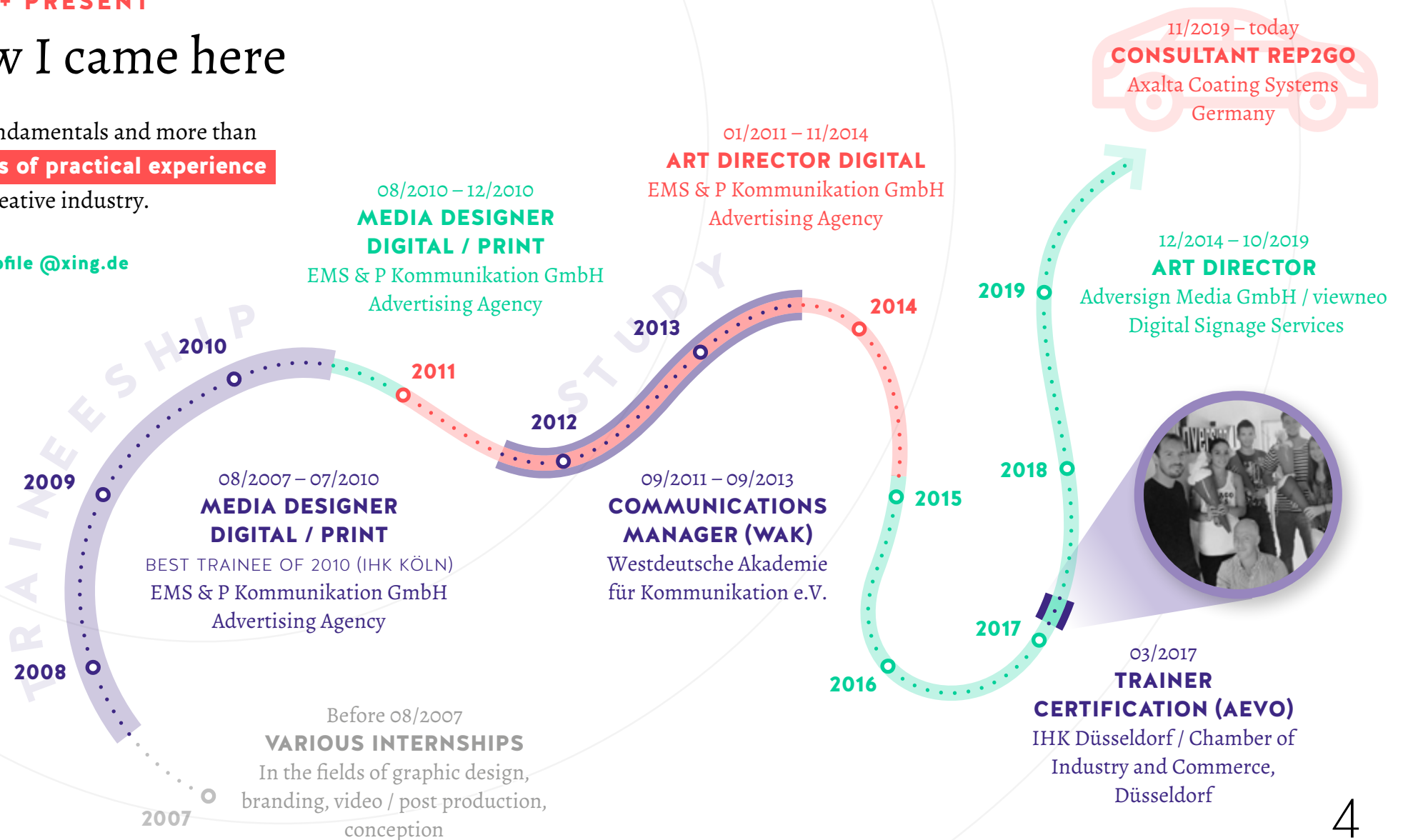
# How I came here

Solid fundamentals and more than

**10 years of practical experience**

in the creative industry.

→ [My profile @xing.de](#)





## REFERENCES

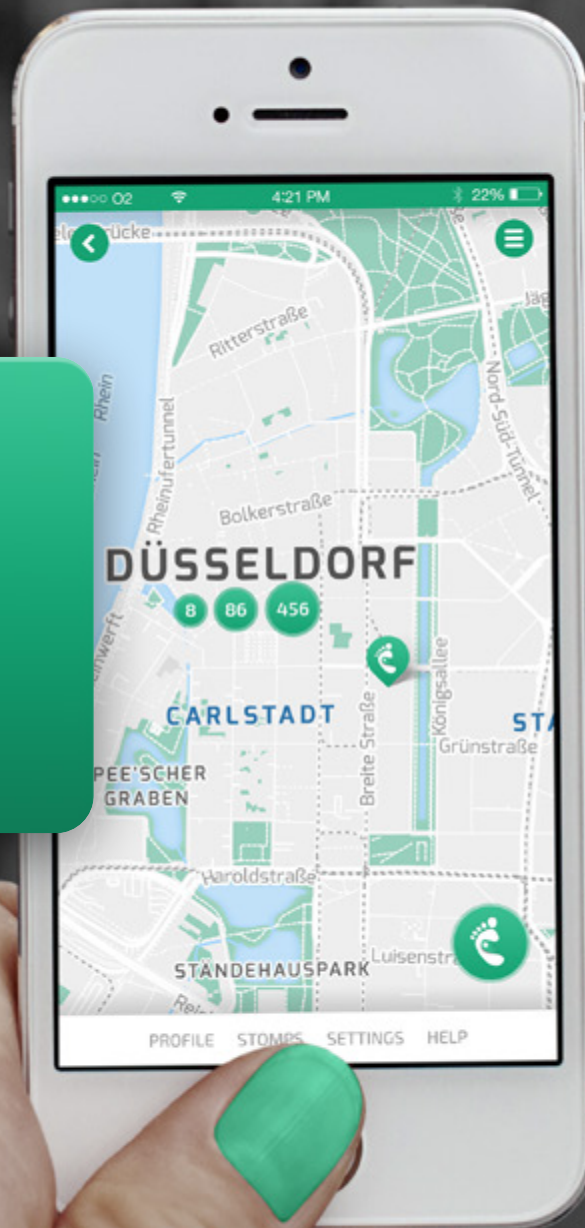
# Some brands I've worked for

Just a brief selection of brands and companies  
which I had the luck to work for.





*The app icon symbolizes  
a hand holding a foot  
like a smartphone  
– ready to leave  
digital footprints  
in the landscape*



*Main screen of  
Tom's Stomps*

**01 | CLIENT**

Side project

**02 | PROJECT**

Tom's Stomps

**03 | DESCRIPTION**

Tom's Stomps is a native app for iOS which allows users to leave their digital footprints and share or find places according to their interests.

**04 | TASK**

UX / UI concept and design for the app. Design of in-app maps, logo and website.

**05 | ROLE**

Art direction,  
UX / UI concept



01 | CLIENT  
Side project

02 | PROJECT  
Tom's Stomps

03 | DESCRIPTION  
Alternative app UI



01 | CLIENT  
Side project

02 | PROJECT  
Tom's Stomps

03 | DESCRIPTION  
Alternative website design



01 | CLIENT

Ene – Energie Nordeifel  
GmbH & Co. KG

02 | PROJECT

Brand relaunch

03 | DESCRIPTION

Ene is an energy provider  
from the Eifel region.

04 | TASK

Recreate the corporate design of  
the brand Ene – including logo,  
stationery, website and corporate  
design guidelines / CD manual.

05 | ROLE

Art direction



*Final version of the new logo*



*Logo before relaunch*



*Business cards*

SMART IDEAS  
FOR SALE



*Website mood (2014)*

01 | CLIENT

Ene – Energie Nordeifel  
GmbH & Co. KG

02 | PROJECT

Brand relaunch

03 | DESCRIPTION

Alternative logo /  
CD variants

04 | ROLE

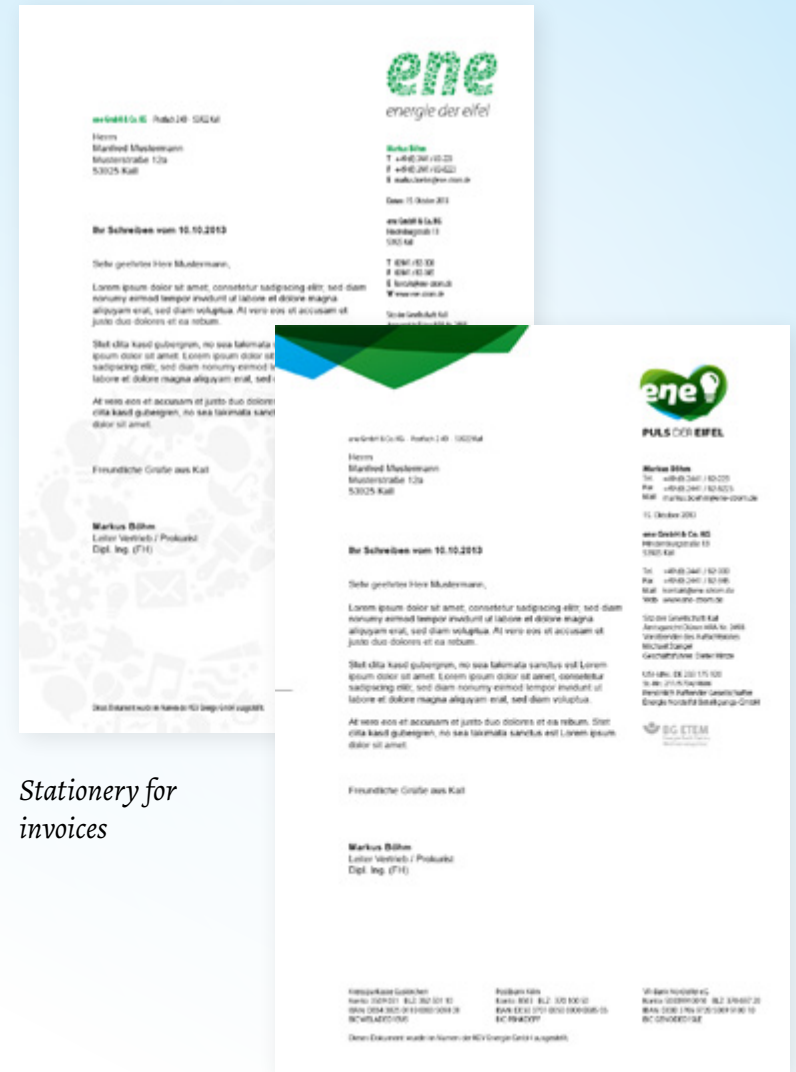
Art direction



energie der eifel



PULS DER EIFEL



Stationery for  
invoices



01 | CLIENT

GS1 Germany GmbH

02 | PROJECT

Website relaunch (2012)

03 | DESCRIPTION

GS1 (Global Standards One) is a not-for-profit organization that develops and maintains global standards for business communication.

The best known of these standards is the barcode.

04 | TASK

Redesign the existing german website with a modern and more human touch.

05 | ROLE

Art direction



SEBASTIAN SCHEID  
PORTFOLIO 2020

01 | CLIENT  
GS1 Germany GmbH

02 | PROJECT  
Website relaunch (2012)

03 | TASK  
Corporate web style guide  
(DIN A4 / 30 pages)

04 | ROLE  
Art direction



SMART IDEAS  
FOR SALE



01 | CLIENT

GS1 Germany GmbH

02 | PROJECT

LMIV website

03 | TASK

Design a web platform for the introduction of the LMIV (Lebensmittel Informationsverordnung). Create a tool to guide the different groups of visitors.

04 | ROLE

Conception,  
art direction



*The core of the start page is a tool that leads the visitor directly to the relevant information*



01 | CLIENT

Biotest AG

02 | PROJECT

Corporate website relaunch

03 | TASK

Redesign of Biotest's  
corporate website

04 | ROLE

Art direction,  
frontend development

## 01 | CLIENT

Biotest AG

## 02 | PROJECT

“Immun-O-Logic” learning game

## 03 | DESCRIPTION

This learning game developed for Biotest AG is an infotainment upgrade for every trade fair and conference.

During the interactive journey through the bloodstream, the player must prove his skill on the balance board.

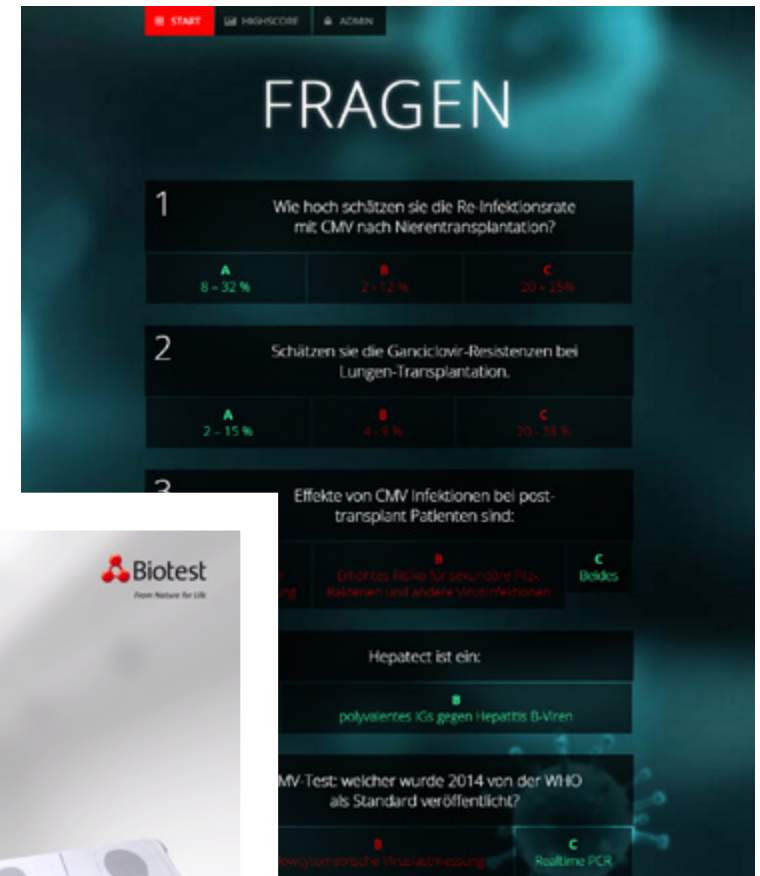
In between, players must answer questions about their in-game knowledge of hyperimmunoglobulins.

## 04 | TASK

UI design

## 05 | ROLE

Art direction,  
frontend development



Visualization of the hardware setup: The game is played on a flatscreen and controlled using a balance board. Afterwards, the player can sign up for the highscore on a tablet.



01 | CLIENT

Abbott Deutschland

02 | PROJECT

Humira website relaunch

03 | DESCRIPTION

Humira is a medicine from the manufacturer Abbott, which is used in a variety of chronic inflammatory diseases

04 | TASK

Concept and screen design for humira.de – a platform for professionals and patients

05 | ROLE

Art direction





01 | CLIENT

Carlsberg Deutschland

02 | PROJECT

carlsberg.de

03 | TASK

Launch of Carlsberg's first  
german mobile website –  
a website especially designed  
for smartphones and other  
mobile devices (2012).

04 | ROLE

Art direction,  
frontend development







Can design for DESPERADOS  
with fluorescent finishing



#### 01 | CLIENT

Ball Packaging Europe

#### 02 | PROJECT

Various can designs

#### 03 | DESCRIPTION

Ball Packaging is a leading can producer in Europe. Ball currently offers a wide range of different can types with different finishings. Ball wants to promote the more exclusive surface finishings to their customers: beverage companies and retailers.

#### 04 | TASK

Create several can designs as sample to show exclusive surface finishings.

#### 05 | ROLE

Conception, art direction



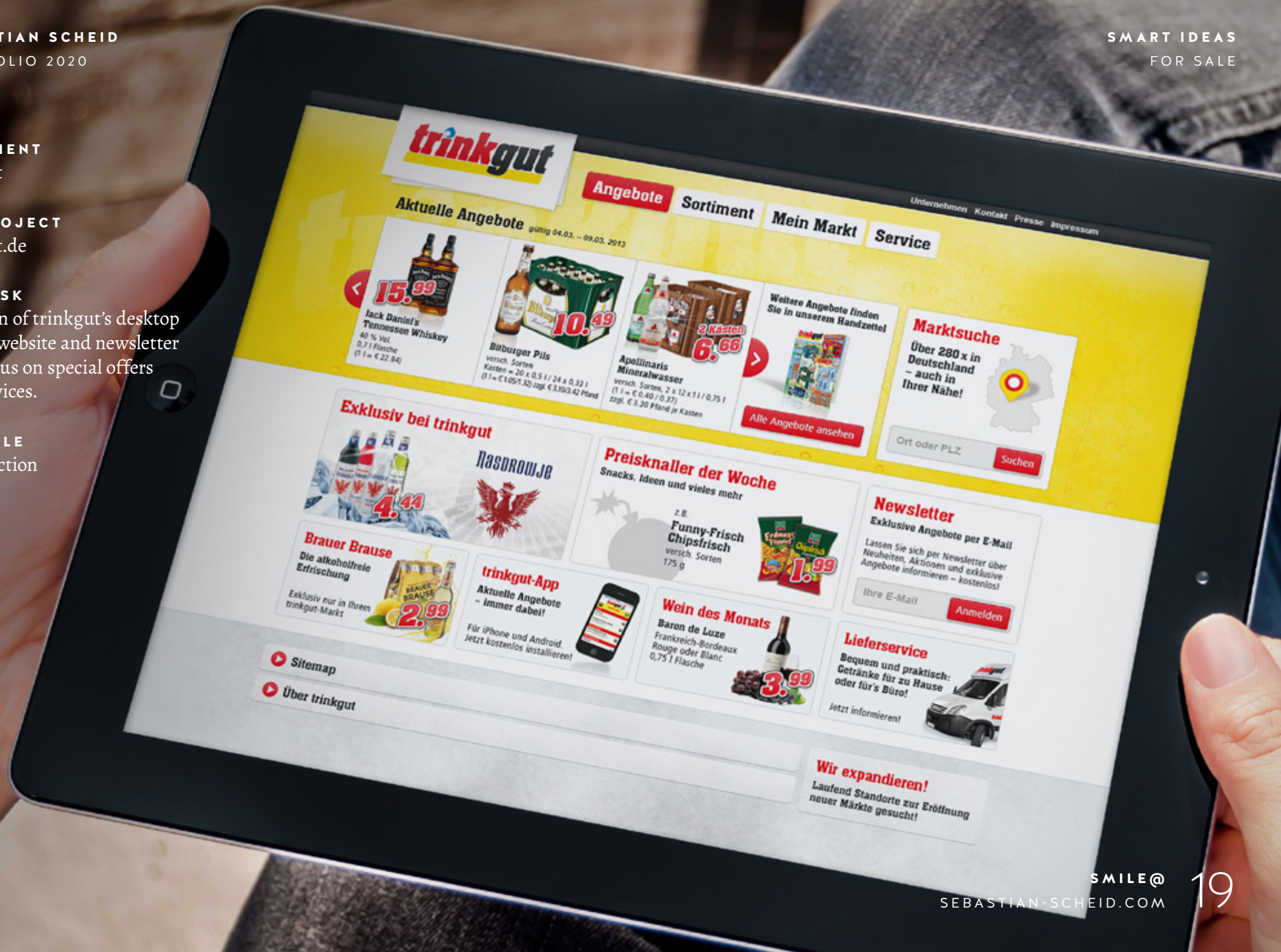


01 | CLIENT  
trinkgut

02 | PROJECT  
trinkgut.de

03 | TASK  
Redesign of trinkgut's desktop  
version website and newsletter  
with focus on special offers  
and services.

04 | ROLE  
Art direction





01 | CLIENT  
trinkgut

02 | PROJECT  
Weekly newsletter

03 | TASK  
Design of trinkgut's  
weekly newsletter

04 | ROLE  
Art direction





01 | CLIENT

Institut Straumann AG

02 | PROJECT

STARGET relaunch

03 | DESCRIPTION

Redesign of Straumann's  
magazine for dental professionals

04 | ROLE

Art direction



Cover of the  
magazine



Inside the magazine:  
The lead article

01 | CLIENT

Institut Straumann AG

02 | PROJECT

STARGET relaunch

03 | DESCRIPTION

Redesign of Straumann's  
magazine for dental professionals

04 | ROLE

Art direction







01 | CLIENT

Akzo Nobel Deco GmbH

02 | PROJECT

Relaunch of Herbol's façade paint

03 | TASK

Conception and visualization of advertisements, key visual and color simulator app

04 | ROLE

Art direction



*The appearance of the façade colors can be visualized on various types of buildings via app.*

*The wheel of fortune as key visual for Herbol's façade colors*





01 | CLIENT

Hitschler

02 | PROJECT

Contest microsite for  
Hitschler's "Hitschies"

03 | TASK

Create a fast and responsive  
microsite with funny sounds  
and animations for a contest  
to promote Hitschler's sweets

04 | ROLE

Art direction,  
frontend development

→ Launch mirror website  
[user: admin, password: Hitschies]





01 | CLIENT

Hitschler

02 | PROJECT

Contest microsite  
for Hitschler's sweets  
"Süßer Speck"

03 | TASK

Create a responsive  
microsite with catchy  
animations for a  
contest to promote  
Hitschler's sweets

04 | ROLE

Art direction,  
frontend development

→ Launch mirror website  
[user: admin, password: Hitschies]





01 | CLIENT

viewneo

02 | PROJECT

viewneo website relaunch

03 | DESCRIPTION

Relaunch of the corporate website

04 | TASK

Build a fast and responsive website based on a open source flat file CMS that can be maintained by anyone in the company. Try to avoid wordpress.

05 | ROLE

Art direction,  
frontend development

→ [Go to viewneo.com](https://viewneo.com)



01 | CLIENT

viewneo

02 | PROJECT

viewneo Player App setup

03 | DESCRIPTION

Setup of the digital signage  
application viewneo

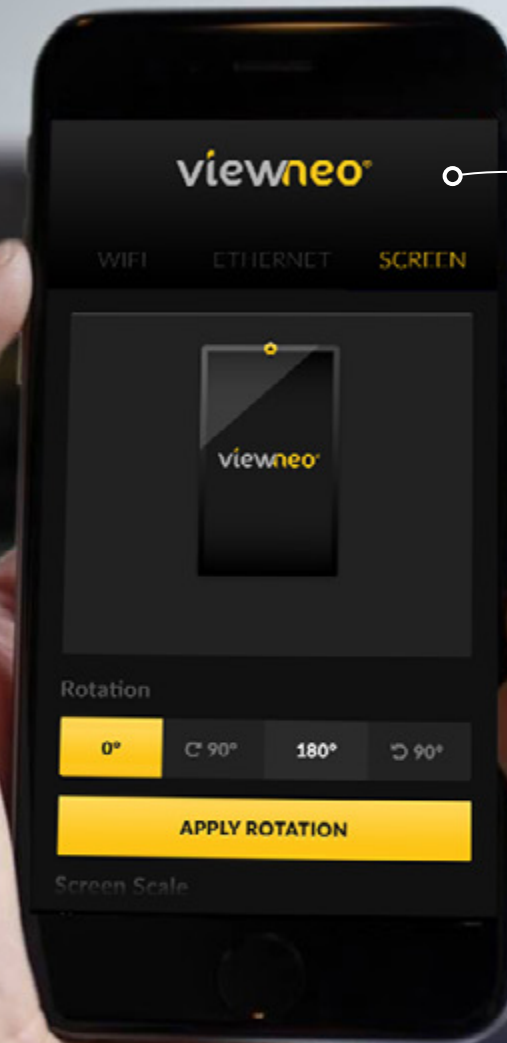
04 | TASK

UI concept and design

05 | ROLE

Art direction,  
frontend development of  
smartphone setup wizard

→ [Watch the video on YouTube](#)



*The installation of  
viewneo digital signage  
players is made even  
more convenient with  
the setup wizard  
for smartphones.*



01 | CLIENT  
viewneo

02 | PROJECT  
From Digital Signage to  
Digital Experience  
– Redesigning the Future  
of the Customer Experience

03 | DESCRIPTION  
A short magazine with 12 pages  
containing a mix of editorial content  
concerning the future of the retail  
business as well as an overview on  
viewneo's current product range.

04 | TASK  
Layout and design of the whole maga-  
zine including infographics, diagrams,  
illustrations and image compositions.

05 | ROLE  
Art direction

→ [Download PDF](#)





01 | CLIENT

Adversign Media GmbH

02 | PROJECT

Atmo:Lux Smart Room Control

03 | DESCRIPTION

Atmo:Lux is a system of smart home devices and controllers for hotel rooms. Using the Atmo:Lux app for tablets and smartphones, the guest can easily control music and lighting in the different rooms at any time.

The app allows the guest to choose between a number of scenes / presets ("moods").

04 | TASK

UI concept, design and development of an app for tablets and smartphones

05 | ROLE

Conception, art direction, frontend development of the smartphone / web app

→ Launch prototype (smartphone app)

Swipe left or right to select predefined sound + light moods for your hotel room

Change the light color for single lights or light groups e.g. rooms

Select your favourite genre or radio station

Call additional services here

**WORLD  
OF VIEWNEO**  
LOCATION OF  
CUSTOMERS  
AND REAL TIME  
PAGE VIEWS

**01 | CLIENT**

viewneo

**02 | PROJECT**

World of viewneo

**03 | DESCRIPTION**

World map showing real time locations of current page views, customers and devices on a screen in the office.

**04 | TASK**

Design a microsite for data visualisation of selected KPIs

**05 | ROLE**

Art direction,  
frontend development

→ **Visit live website**







**01 | CLIENT**

K.A. Schmersal GmbH & Co.KG

**02 | PROJECT**

Sound branding

**03 | DESCRIPTION**

Schmersal is a global manufacturer of safety switchgear and systems

**04 | TASK**

Create an authentic audio logo for the brand / the company

**05 | ROLE**

Conception, research, composition and sound design / post production

**06 | SOLUTION**

Created a sound logo that includes a recorded sample of a safety switch

*Visualization of the sound waves of Schmersal's new logo*





01 | CLIENT

Zurich Gruppe Deutschland

02 | PROJECT

Zurich Maklerservice

03 | TASK

Design a platform for  
Zurich's insurance brokers

04 | ROLE

Art direction,  
frontend development

*Flyer promotion  
for the opening*



**01 | CLIENT**

DTB – DTown Burritos

**02 | PROJECT**

Initial brand concept

**03 | DESCRIPTION**

DTown Burritos is the new destination for lovers of burritos and mexican style streetfood in Düsseldorf old town.

**04 | TASK**

Create an authentic and unique corporate design, communication concept and flyers for the opening.

Generate guests for the opening, go viral and gain attention through social media.

**05 | ROLE**

Art direction, communications management



## 01 | PROJECT

Font "Sebastian Informal"

## 02 | DESCRIPTION

"Sebastian Informal" is a font based on rough felt-tip sketches and is particularly suitable for use in hand-drawn illustrations.

Since its publication in the fall of 2010, the font has already been used and licensed by a variety of graphic artists, illustrators and agencies in Germany and around the world for various projects.

## 03 | ROLE

Font designer

## 04 | CLIENTS (EXCERPT)

- Ogilvy Healthworld  
Barcelona, advertising (ES)
- Flyeralarm GmbH, printer (DE)
- Sharon Henry, illustrator (USA)
- Haymarket Media Group,  
publisher (GB)
- Glutrot GmbH, advertising (DE)
- Sanoma Media BV, publisher (NL)

Xaver schreibt  
zum Spaß quälend lang  
über Yoga, für Wikipedia  
Soja & Öko.

Get the font here

On Jan. 3, 1982,  
Springsteen  
recorded most of

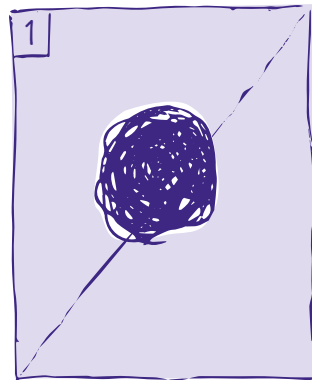
SMILE@  
SEBASTIAN-SCHEID.COM

34

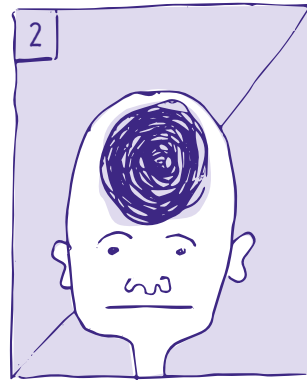
## THE RELATIONSHIP BETWEEN TUMBLEWEED AND LIFE

### 01 | PROJECT Illustrations

### 02 | DESCRIPTION Various illustrations for private use



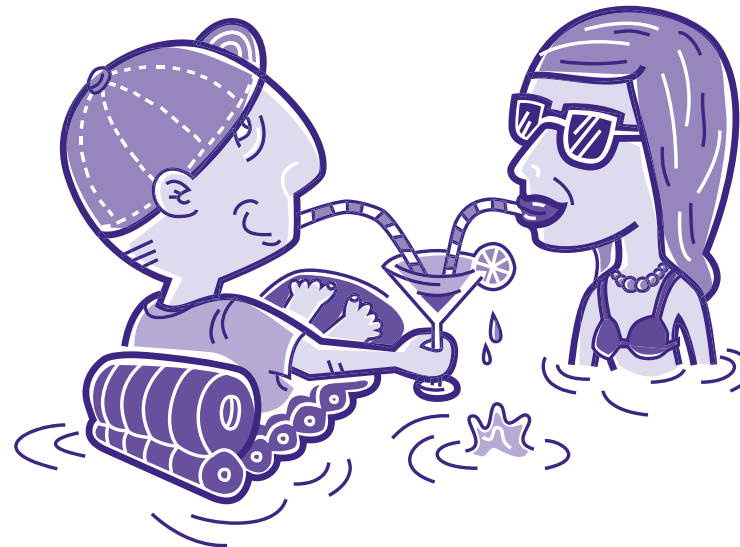
TUMBLEWEED



CHAOS

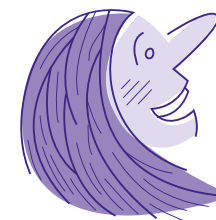


... STILL CHAOS  
ARRANGED IN  
A HAPPIER WAY



Wilt thou be  
his muse?

Sure, I will!



I'd hold back  
these tears.

## CONTACT

# Get in touch

Please feel free to reach out to me.

**I am looking forward to hearing from you.**

Smart Ideas. For Sale.

### SEBASTIAN SCHEID

Visual Communication +  
Strategic Brand Management

**PHYSICAL** Herforder Str. 5, 50737 Köln, Germany

**AUDITORY** +49 176 / 202 576 43

**VISUAL** smile@sebastian-scheid.com

**DIGITAL** www.sebastian-scheid.com