





BIRTE THUROW

„I am passionate about inspiring and empowering individuals, companies, and brands to cultivate meaningful solutions. I achieve this by employing strategic and creative tools and methodologies, ensuring effectiveness and efficiency throughout the process. I excel at facilitating Design Sprints for product development, brand conceptualization, corporate design, and creative workshops. Together, we can bring your vision to life and achieve remarkable results.“

Name:

Birte Thurow

Date and place of birth:

17 February 1970, Nuremberg, Germany
Resided in South Africa from September 1974 to May 2000

Marital status:

Single, 1 child (12 November 2004)

Driving licence:

Class 3

Languages:

German (fluent spoken and written)
English (fluent written and spoken)
Afrikaans (basic written and spoken)
French (basic written and spoken)

Address:

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Mobile:

+49 179 731 3649

E-mail:

hello@birtethurow.de

Website:

www.birtethurow.de





BIRTE THÜROW

Education

May 2014 - 2015 Training Teaching Methods, Sybille Kreynhop
www.kunstschule-kreynhop.de

1995 Marketing Management Diploma
Damelin College, Johannesburg, South Africa

1988 - 1992 Graphic Design Diploma
Technikon Witwatersrand, Johannesburg, South Africa

1990 Computer Graphics
Inscapes, Johannesburg, South Africa

1988 - 1990 Modelling
G3/ GAPA, Johannesburg, South Africa

1988 Introduction to Graphic Design and Accounting
Technikon Witwatersrand, Johannesburg, South Africa

1987 School-leaving certificate, Higher education
entrance qualification
Redhill School, Johannesburg, South Africa

Professional career, Germany

March 2014 - present

Freelance work as designer, design director, branding consultant & facilitator, artist, photographer brand development and leadership; facilitation of brand positioning workshops, brand sprints, design sprints, art and mindfulness workshops. Clients: Procter Gamble, NEFF, Oetinger, Engineering ITS, Eppendorf, ircraft.

June 2011 - March 2014

Position: Senior Design Director (permanent position) - ([reference](#))

Landor Associates, An der Alster 47, 20099 Hamburg, Germany

Brand development and management of international FMCG brands including Procter Gamble - Blend-a-med, Oral-B, Alldays, Always, Wella, Fairy, Ariel; Erasco; Adelholzener; Kraft Foods - Milka & Jacobs.

August 2005 - June 2011

Freelance

as Design Director & Branding Consultant

Clients: Landor Associates; Camfil Farr, Hapag Lloyd, Sea Cloud Cruises, Verinion, Dynamika, Tradepoint.

November 2000 - May 2004

Position: Design Director (permanent)

Landor Associates, An der Alster 47, 20099 Hamburg, Germany

Clients: RWE, XSYS, Honka, Numico, Hoerbiger, Hochtief, Kraft, Procter & Gamble, Interpipe, Salamander.

Responsibilities: Development and implementation of the CI/CD for RWE; creative team responsibility and management of the design team; customer support; customer presentations; close cooperation with customer consultants, strategists and project managers with regard to the organisational handling of projects; preparation of and briefings to designers (including freelancers), copywriters and photographers.

of and briefings to designers (including freelancers), copywriters, producers and photographers; creation and copywriting of corporate guidelines; budget responsibility; development of schedules and cost estimates.



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Professional career, South Africa

- 1999 - 2000 founded Free Range Designs
DTP specialists to agencies and companies.
- 1996 - 2000 Freelance Designer / Birte's Designs cc.
Concept development, design and creation of
brochures, promotions, logo development,
corporate identities, sales presentations,
invitations (design to production)
- 1995 - 1996 Position: Designer (permanent) The Famous Name
Design Company, Johannesburg 1995
Position: Designer (permanent) Bates Worldwide,
Johannesburg Establishment & management of
design studio within the agency
- 1993 - 1995 Position: Junior Art Director, (permanent)
Bates Worldwide, Johannesburg
- 1990 Position: Junior Artist, (internship)
DP Productions, Johannesburg
- 1990 Position: Junior Studio Artist, (internship)
Siemens S.A. Pty (Ltd), Johannesburg

Art exhibitions

[\(view updated list\)](#)

Solo:

- 2021 [Insights/einBLICKE](#), Hamburger Sparkasse, Poppenbüttel, Hamburg, Germany
- 2020 [Glimpses of Light/Lichtblicke](#), Hamburger Sparkasse, Poppenbüttel, Hamburg, Germany
- 2018 Art&Soul, Hafenbox, Hafen City, Hamburg, Deutschland

Group:

- 2015 Von der Sonne geküsst, Hamburg
- 2015 Lehrmethoden Sybille Kreynhop, Hamburg, Germany
- 2014 Wein & Genuss, Jaques Wein Depot, Hamburg, Germany

Membership

Bucerius Kunstforum, CeU, XING, LinkedIn

Interests

Life, this beautiful planet, art, photography, psychology, human behaviour, personal development, nature, running, yoga, meditation, hiking, reading and of course my son, my family, friends and cats.

PACKAGING

Client: Adelholzener
Structural design
Label design
Brand architecture





Client: Adelholzener
Structural design concepts

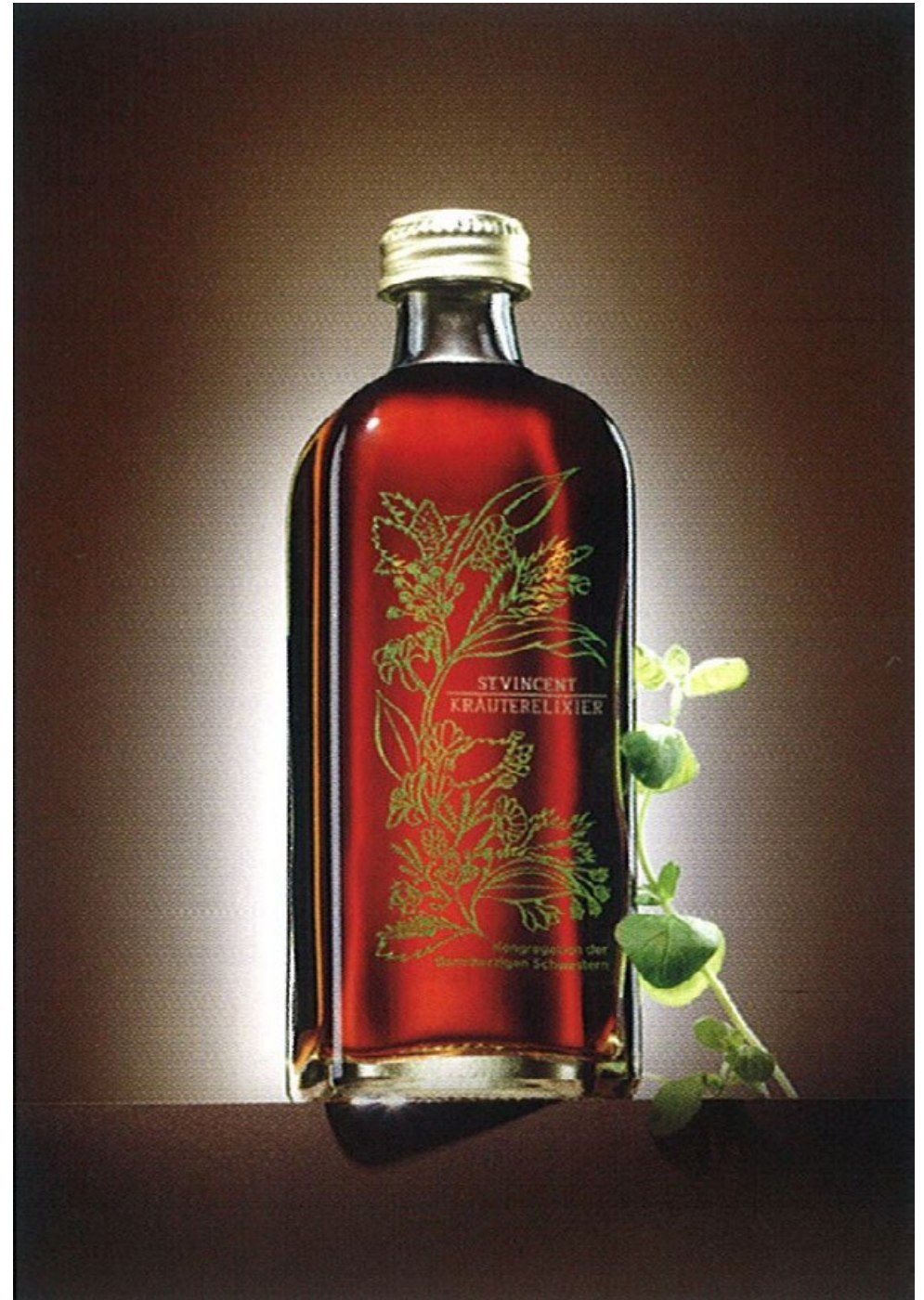
Client: Adelholzener
Structural design
Label design
Brand architecture



Client: Adelholzener
Structural design
Label design
Brand architecture



Client: Adelholzener
Structural design
Label design
Brand architecture





Client: Gmund
Packaging
Product design



2014



Client: Procter & Gamble
Brand architecture
Packaging



Client: Procter & Gamble
Brand architecture
Packaging

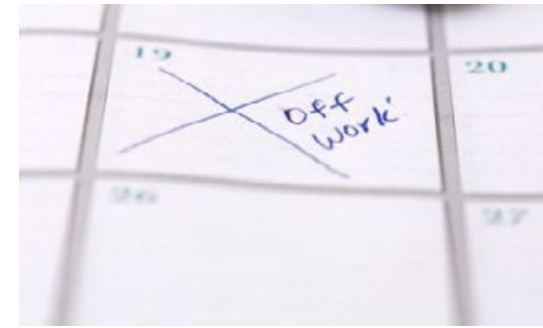
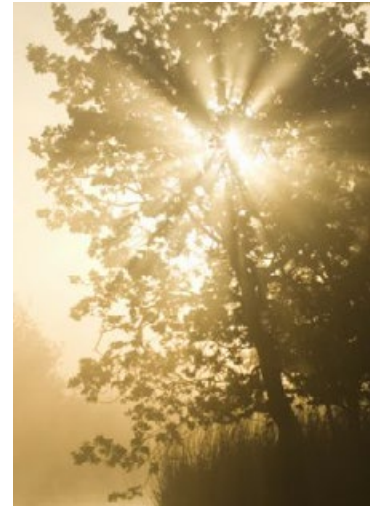


Client: Procter & Gamble
Brand architecture
Packaging



Client: Procter & Gamble
Brand architecture
Packaging

“The little things that make you smile”



Client: Erasco
Portfolio and design audit & analysis
Design strategy development
Brand architecture
Label design and production



CORPORATE DESIGN



Client: NEFF
Corporate Identity
Corporate Design
Guidelines
Brochures
On going brand guardianship

"The collaboration with Birte is amazing, the quality of the creative output always has first priority, and she is always flexible and reliable." - Maria B. Head of Communication, Brand NEFF





ellermann

Client: Oetinger Verlag
Brand positioning workshops
Design sprints
Logo - Ellermann, Storya, Moon Notes,
Family Flow
Guidelines - Ellermann, [Moon Notes](#)
[Quick guides](#)

Vielen Dank für diesen
tollen, gut
strukturierten
Workshop!

Die verschiedenen Methoden
haben mir sehr gut gefallen,
auch das Zeitmanagement
war super.

Sehr gute
Stimmung/
Atmosphäre!

STORYA

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