



Birte Thurow

Designer, Artist

CONTACT

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EDUCATION

**Bachelor of Graphic Design
Technikon Witwatersrand,
Johannesburg, South Africa**
1988 - 1992

SKILLS

Graphic Design	English
Branding	German
Corporate Identity	
Brand Identity	Photoshop
Design Strategy	InDesign
Workshop Facilitation	Illustrator
Design Sprints	Procreate
Illustration	WordPress
	Mircrosoft Office

ABOUT ME

My Passion

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.

WORK EXPERIENCE

Designer, Design Director, Brand Consultant, Workshop Facilitator, Artist, Photographer (freelance) 2014 - present

Brand development and management; facilitation of brand positioning workshops, brand sprints, design sprints, creative workshops. Clients include: Procter & Gamble, NEFF, Oetinger, Engineering ITS

Senior Design Director (full-time) Landor Associates, Hamburg 2011 - 2014

Brand development and management for international FMCG (Fast-Moving Consumer Goods) client brands: Procter Gamble – Blend-a-med, Oral-B, Alldays, Always, Wella, Fairy, Ariel; Erasco; Adelholfener; Kraft Foods – Milka, Jacobs.

Design Director, Brand Consultant (freelance) 2005 - 2011

Design, brand development and management
Clients: Landor Associates, Camfil Farr, Hapag Lloyd, Sea Cloud Cruises, Verinion, Dynamika, Tradepoint

Design Director (full-time) Landor Associates, Hamburg 2000 - 2004

Development and implementation of the corporate identity and corporate design (CI/CD).
Client brands: RWE, XSYS, Honka, Numico, Hoerbiger, Hochtief, Kraft, Procter & Gamble, Interpipe, Salamander.

Designer (freelance & full-time) South Africa 1993 - 2000

Design and Art Direction positions held at various advertising and design agencies including TBWA, Ogilvy, and BSB Bates.

LINKS

[Portfolio](#)

[Website](#)

