

PORTFOLIO

06 2014

WILL I
LOOK MAKE
YOUR CLIENTS
BIGGER

Sebastian Adam

Senior Creative Professional

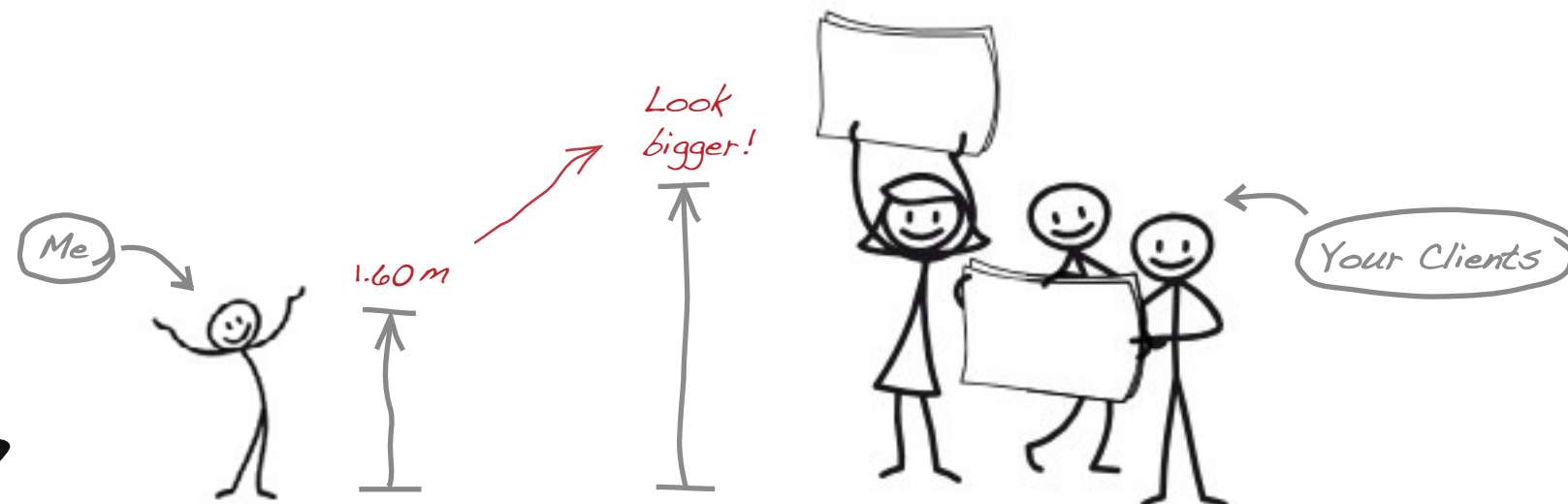
Hi there

I am Sebastian.

I am 1.60 m of digital competence.

For more than 10 years in the creative industries I helped make highly recognized agencies' clients look bigger.

So, here's a glimpse of my work so far.
Please enjoy.



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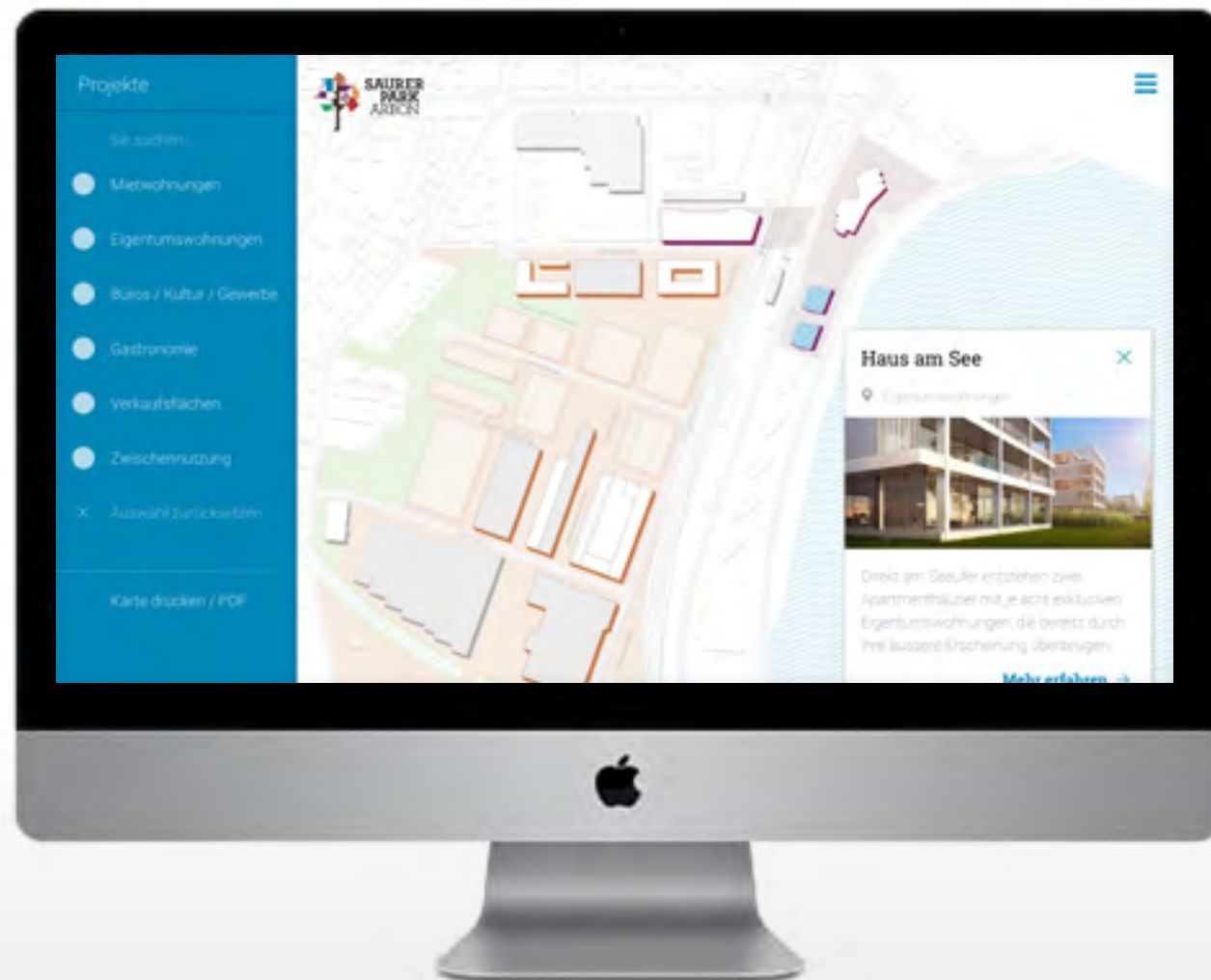
The House Agency

Senior Art Director / Head of UX. 08/2012 – dato.

Moved to Switzerland in 2012 and helped the company to grow from a small startup with just a handful of people to a full service agency with some 20+ employees.

Responsibilities: Idea generation, concept development, responsive and mobile design, interactive prototypes.

Clients: SKODA, UBS, Swisscom, IMG, CSS, Coca-Cola and many more smaller clients.



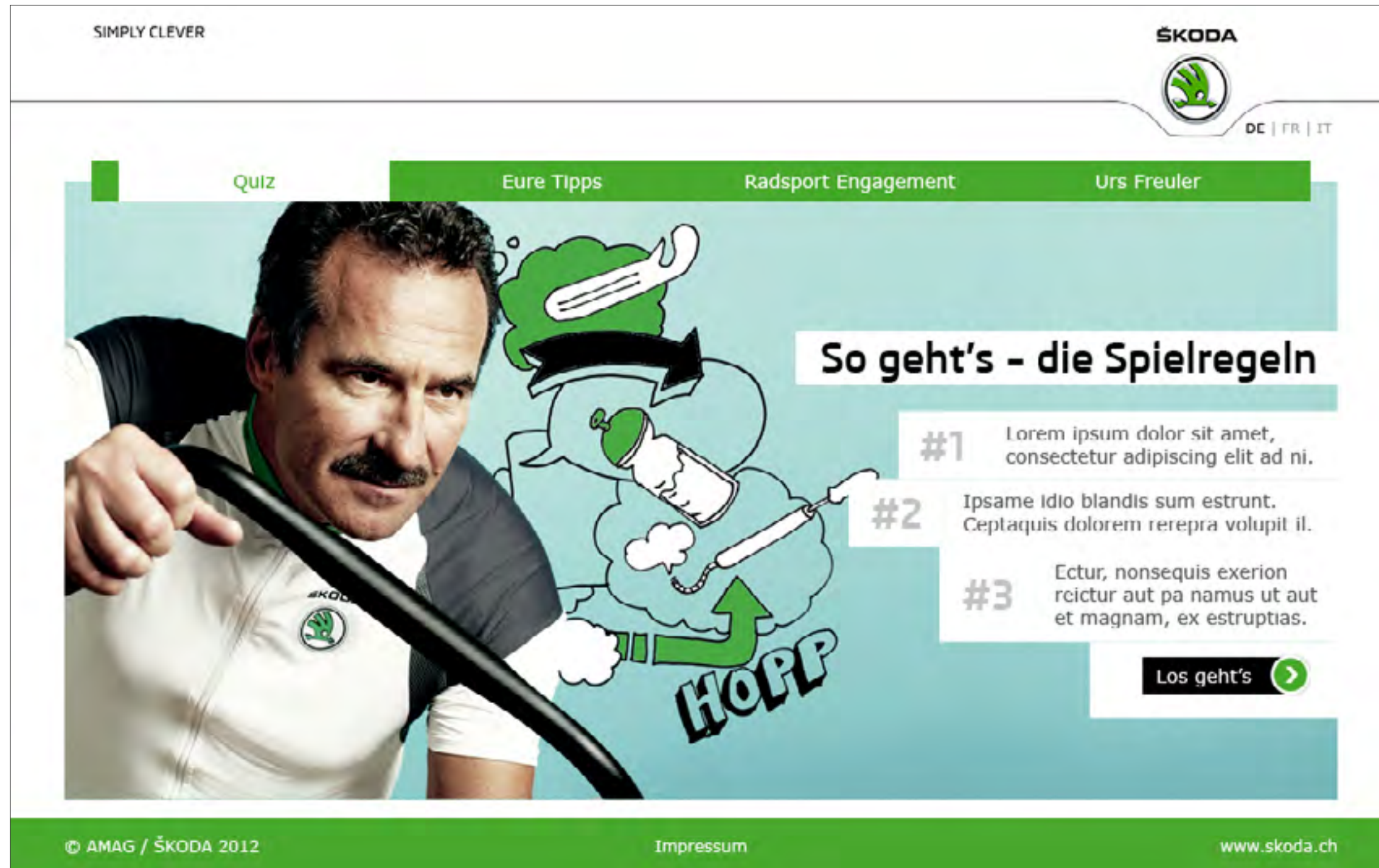


Create something.

Literally out of nothing.

Task: Build a website for a startup with little to no content given. Solution: Create a parallax experience that enables users to explore the page bit for bit.

My role: Idea, Concept, Initial design, Project lead.



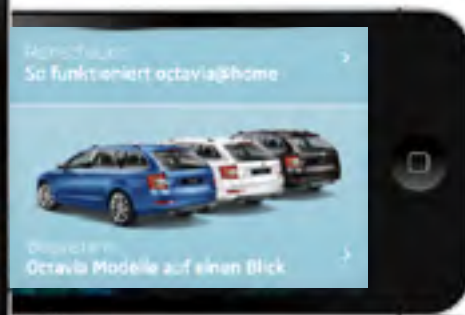
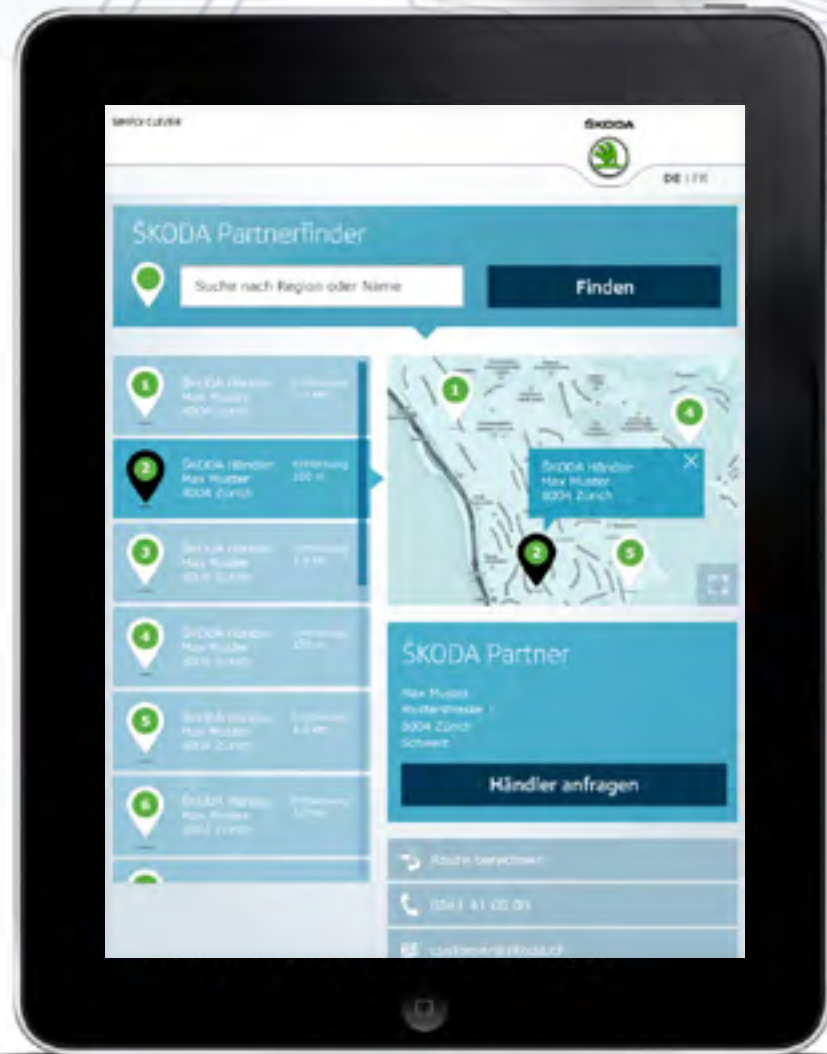
A famous cyclist.

Without his bike.

Swiss local hero Urs Freuler had so much fun being the testimonial for SKODA's cycling website.

My role: Concept, Art direction.





Octavia@Home.

The test drive that comes to you.

One of two people who test drive a SKODA Octavia actually buy one. To increase sales, we created an integrated campaign that literally brings the test drive to the customers home or office.

My role: Process Modelling, Concept, Prototyping, Interaction, Animation.

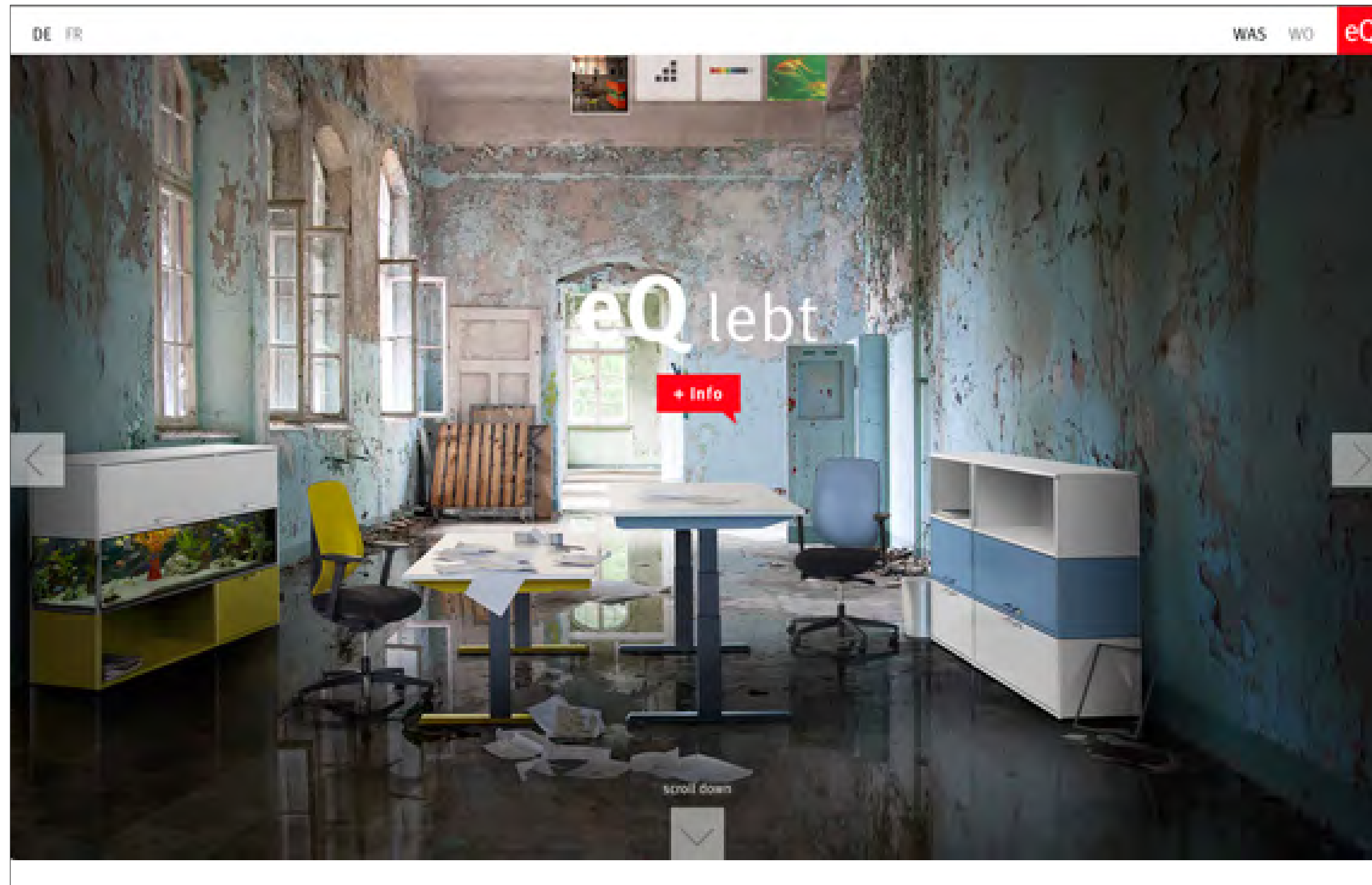


A shiny new stage.

For the most prestigious Swiss hockey trophy.

Relaunch of Spengler Cup website for desktop and mobile devices.

My role: Art direction.

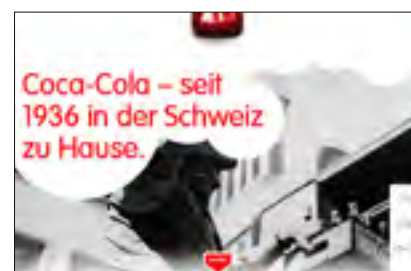
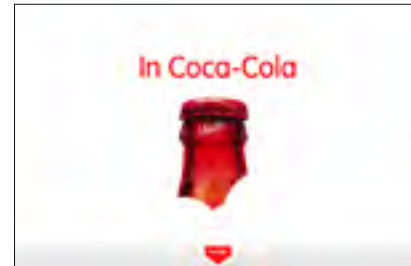


eQ lives.

Even if everthing else fades.

Explore embru's eQ line of office furniture with this fully responsive microsite: browse the different models, change surfaces and colors – and discover surprising custom options.

My role: Base oncept, interactive prototypes.

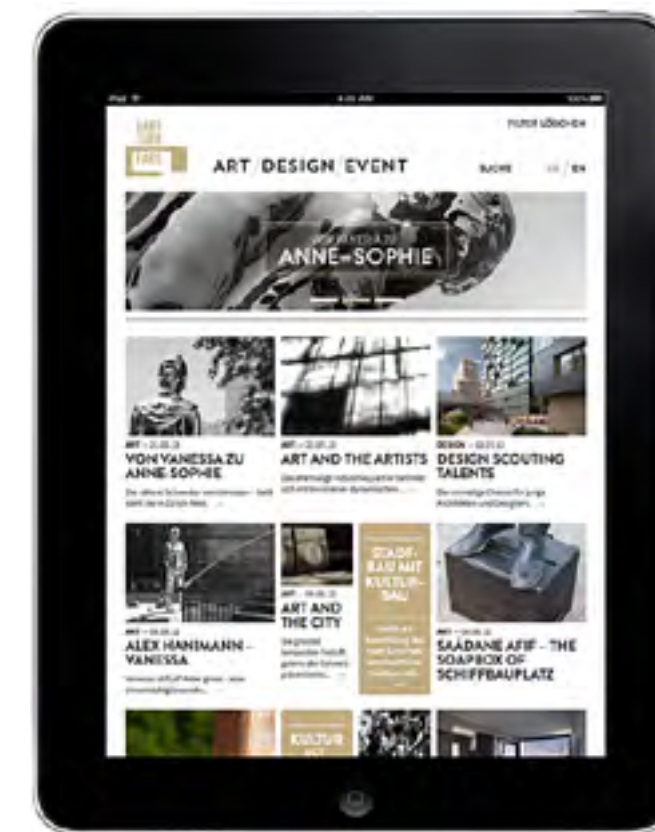
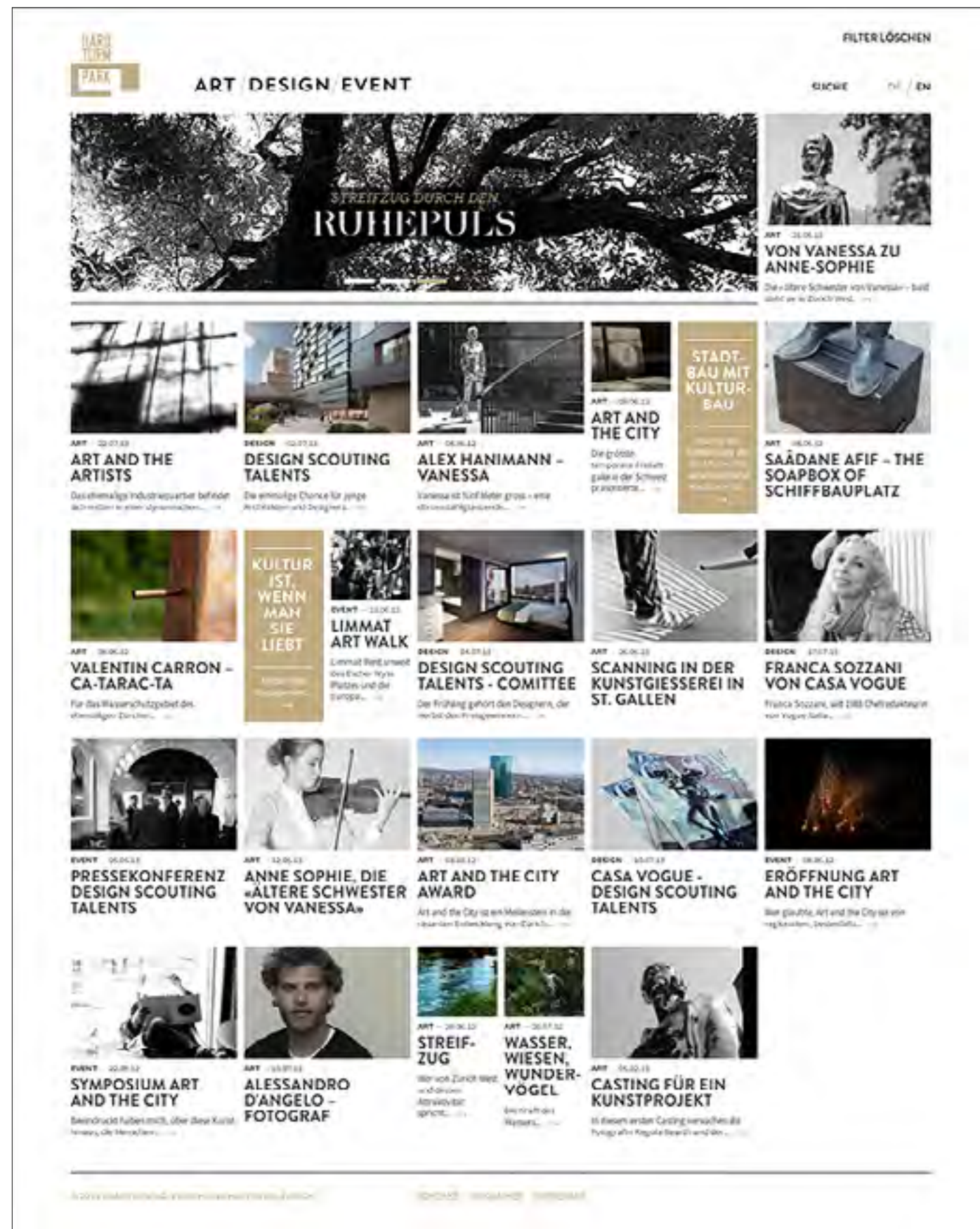


Swissness?

Think of Coke.

A simple factsheet transformed into an interactive experience. Using parallax scrolling effects this microsite tells the Swiss chapter of the Coca-Cola story.

My role: Concept, Storyboard, Design, Supervision.



Big art.

In bits and pieces.

Real estate company Halter has a liking for art and design. We built them a fully responsive, multi-device platform with grid and filter navigation.

My role: Concept, Supervision.



Ecologically.
Into the Futura.

Real estate marketing website
for the Ecofaubourgs Futura
project in Schlieren.

My role: Art direction,
Supervision



Clean cosmetics.

Deserve a clean presentation.

Even for very limited budgets like in this case, fully responsive solutions are possible.

My role: Concept, Creative supervision.

Prämienrechner Krankenversicherung

Prämie für Maria Muster

Person	Prämie
Maria M. 1974	CHF 9.00
Martin M. 1975	CHF 258.55
Martina M. 1997	CHF 86.15
Maximilian M. 2005	CHF 71.35

Zusatzversicherungen

Option	Economy	Balance	Premium
Ambulantversicherung myFlex	11.00	19.90	42.80
Spitalversicherung myFlex	21.60	69.50	178.00
Kostenbeteiligung	hoch / tief	Unfalldeckung	Ja / Nein
Alternativversicherung myFlex	21.90	32.80	43.70
Had-kostenversicherung		7.50	
UTI bei Unfall		1.60	
Zahn-pflegeversicherung		58.70	

Total Zusatzversicherungen: 71.90 CHF

Meine Agentur

Agentur Zürich
Brühlstrasse 80
8080 Zürich
Tel.: 0844 277 277
Kontaktformular

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A complex and boring task.

Now a bit more easy.

Process and performance optimization for online insurance forms.

My role: Concept, Creative supervision.

Saint Elmo's

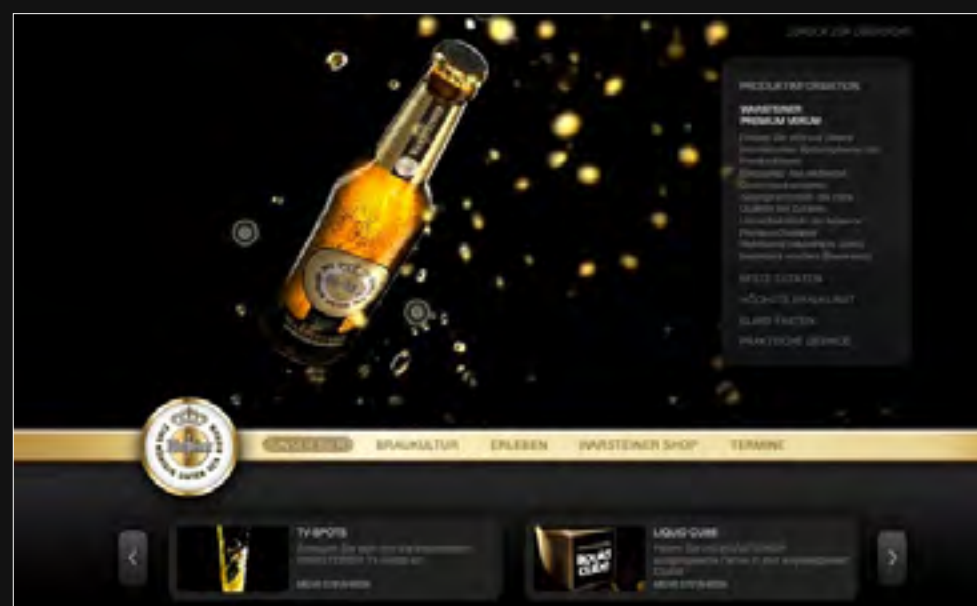
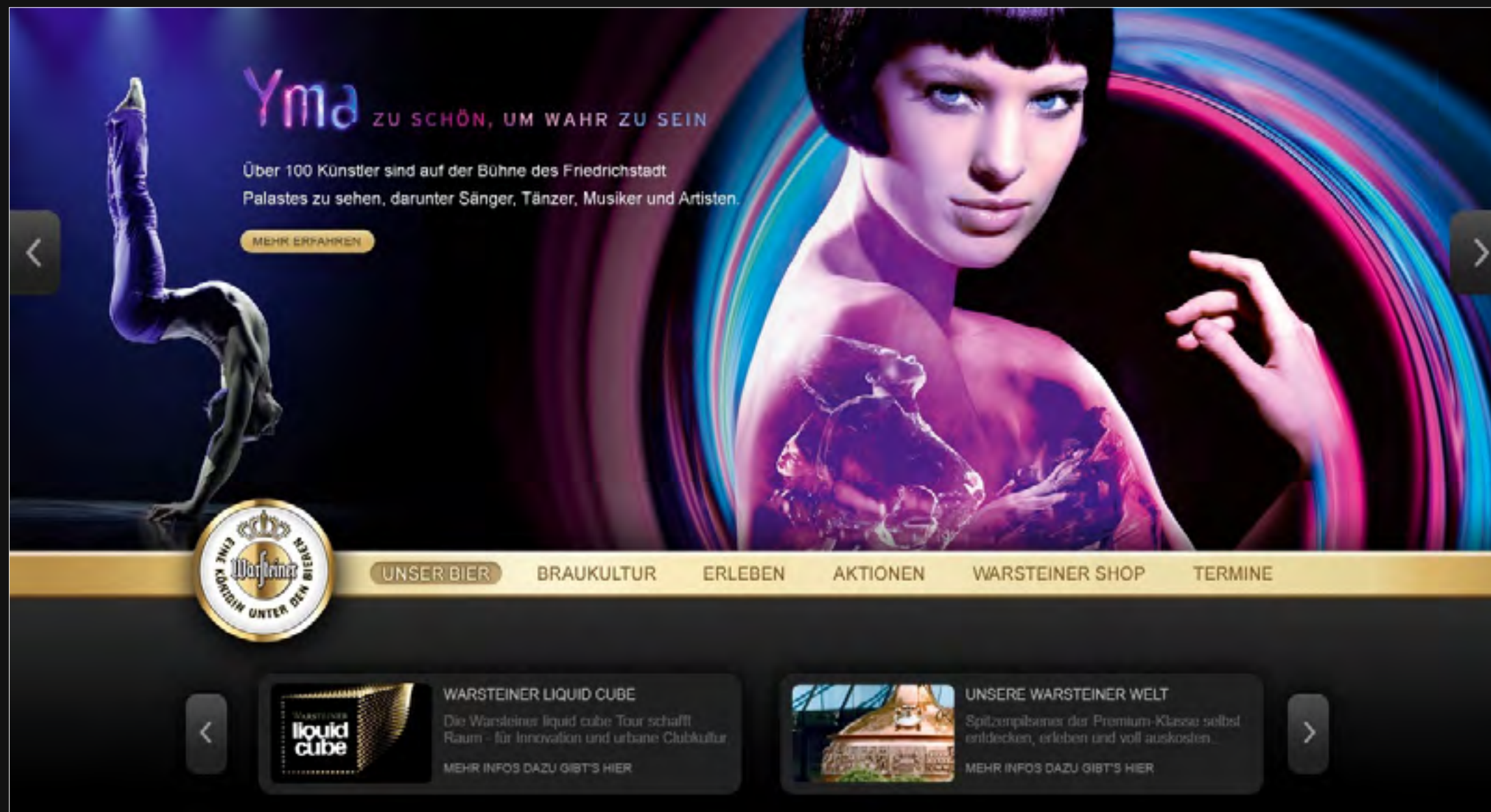
Head of Design. 01/2010 – 07/2012.

Worked all the way up from Art Director to Head of Design within just 1 ½ years. Supervising the creative department – a team of 7+ people. Responsible for recruiting and training. Directly reporting to Managing Director.

I'm in charge of Warsteiner – the agencies' primary account – and everything that affects the creative department.

First ideas and designs, concepts and first proofs, motion design and Flash development, supervision and giving direction.





Clear the stage.

For Premium Verum and its siblings.

The perfect stage to showcase the most premium German beer. Stunning animated Flash teasers, interactive 3D product experiences, award winning editorial video content.

My role: Creative and art direction, ideas and concepts, Screen and motion design, Flash animation and programming.



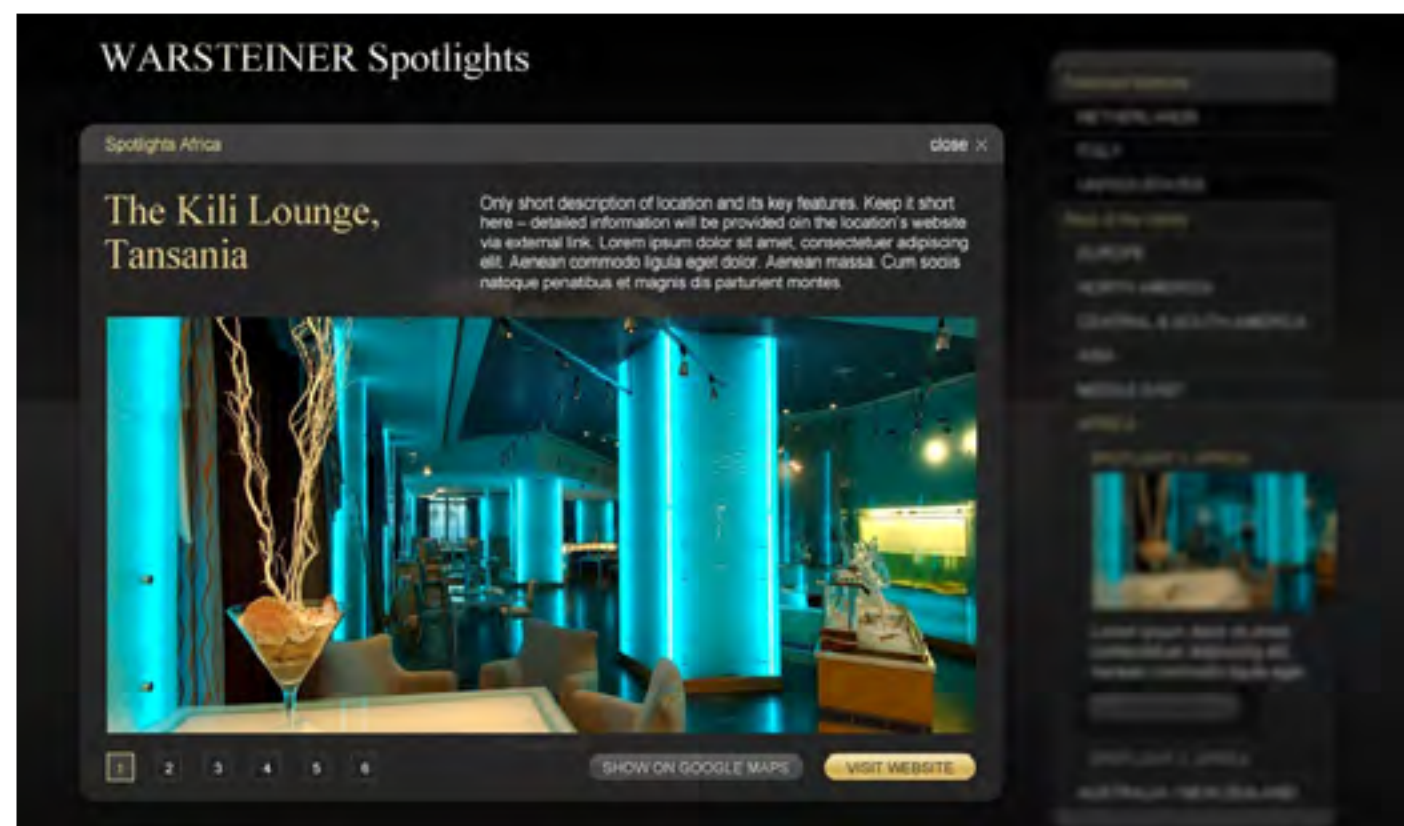
No Flash. No Warsteiner?

Not anymore.

The Warsteiner experience. Opened to the mobile community.

My role: First designs, Supervision.





Spreading the word. Worldwide.

Taking care of Warsteiner's international markets: the Netherlands, Italy, UK, the United States. And the rest of the world, too.

My role: Creative direction, screen and motion design, Flash programming.



Win an AMG powered Mercedes Benz.

On Facebook. No kidding.

Extension of Warsteiner's most recent consumer promotion on Facebook. Play a memory game and get the chance to win an AMG powered Mercedes Benz. Invite friends and get even more chances.

My role: Creative concept. Creative direction.





Thank you.

To our loyal fans on Facebook.

Warsteiner gives back with this simple couponing app. Just login via Facebook-Connect and show your phone to the guys at the bar.

My role: Creative concept, design.





One small app for you.

One giant improvement for your eyes.

Professional eye training for those whose eyes get too dry from daily business in computerized offices.

My role: Concept, First design, Creative direction.



Get well soon.

Your rehab center at home.

In collaboration with Fraunhofer FIRST the Xbox Kinect module got a curative purpose. Choose between real life video therapists or 3D avatars and continue your rehab training at home. Reha-Mobil – the outdoor follow-up – is just about to get off the starting block.

My role: Concept, UI design, Conduction of motion capture and green screen shooting, Project and account managment, .





I have the perfect plan.

Follow me.

Social media launch campaign for LOOX – the brand new McFit subsidiary.

Follow vice-world parkouring champion Amadei through an thrilling and interactive video experience. He has the perfekt plan to complete the track in best time.

Are you equally perfect? Challenge your friends on Facebook and find out.

My role: Creative and technical concept, Storyboard, Conduct video shooting, Flash and Facebook app development.

Der Pedigree® Welpenkalender



Wir lieben Hunde.



[Home](#)
[Wissensspiel „Fühl mir auf den Zahn“](#)
[Zahnwissen](#)
[Pedigree® DentaStix](#)

Hunde wollen nicht die „Dritten!“

Pedigree® DentaStix
die tägliche Zahnpflege.

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Everyone love dogs.

So do we.

That's why we keep the brand website and several product microsites up to date. And that's why we created the Pedigree puppy calendar. It reminds you of the most important dates in your puppies life – just in case you forget.

My role: Art direction, Supervision.

[Home](#)
[Wissensspiel „Fühl mir auf den Zahn“](#)
[Zahnwissen](#)
[Pedigree® DentaStix](#)

Zähne abgesehen

Hunde sind 30% ihres Lebens lang aktiv. Der Rest des Lebens verbringen sie mit dem Warten auf den nächsten Zahnarztbesuch. Das ist ein bisschen langweilig, nicht wahr?

Wohlgemut und entspannt lässt sich das Problem lösen. Pedigree® DentaStix.

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Pedigree® DentaStix®

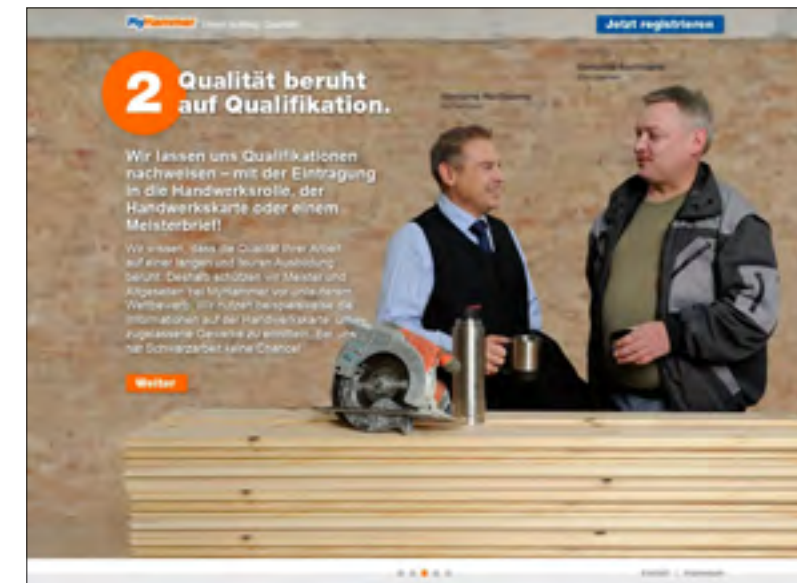
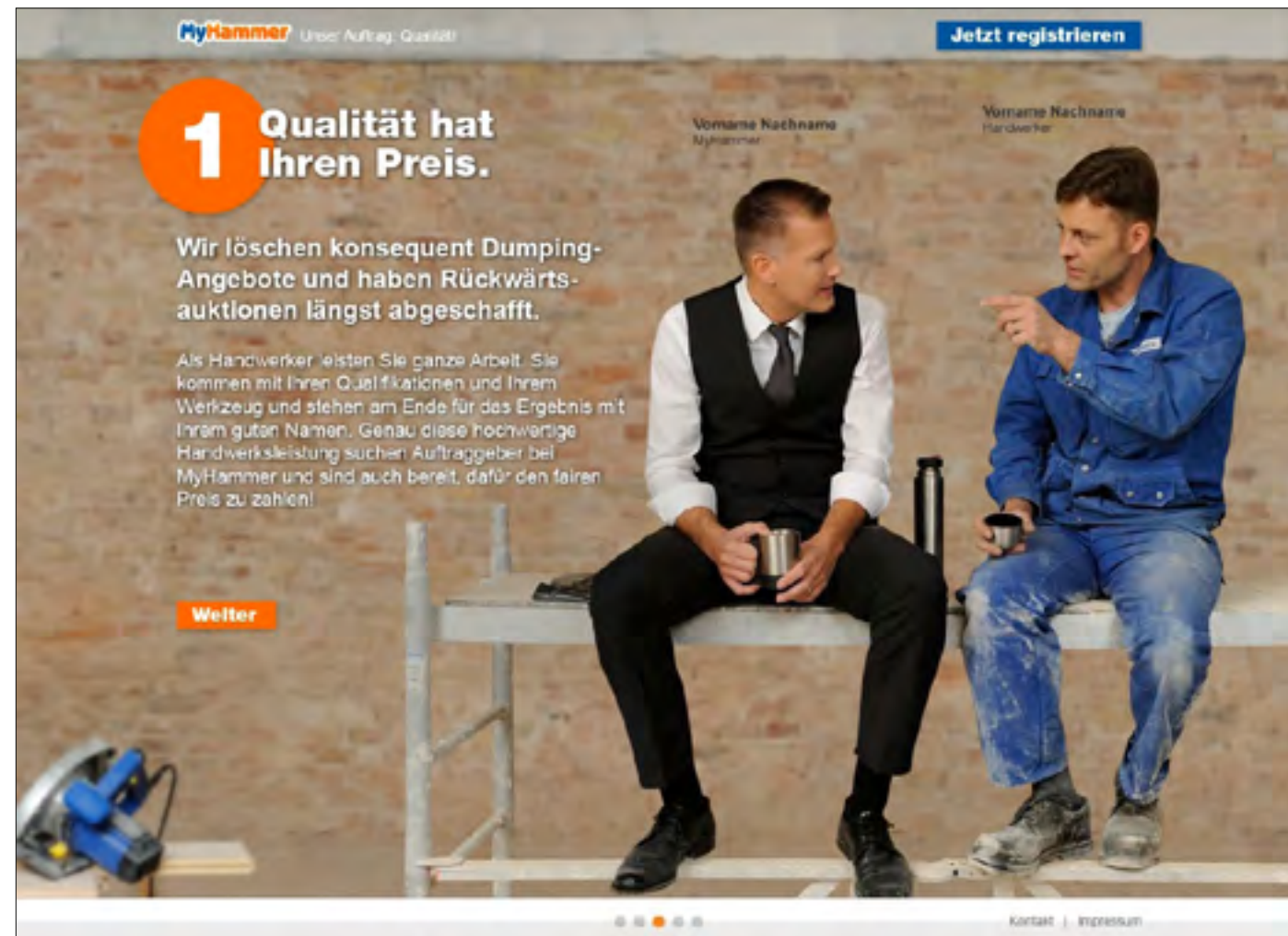
Pedigree® DentaStix® sind die besten Freunde des Hundes. Sie helfen, die Zähne gesund zu halten und das Leben des Hundes zu verlängern. Sie sind auch ein bisschen süß, nicht wahr?

Wohlgemut und entspannt lässt sich das Problem lösen. Pedigree® DentaStix®.

Pedigree® DentaStix® sind die besten Freunde des Hundes. Sie helfen, die Zähne gesund zu halten und das Leben des Hundes zu verlängern. Sie sind auch ein bisschen süß, nicht wahr?

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Quality is king.
No more backward auctions.

This campaign promotes MyHammer's new manifesto that good craftsmanship excels bargain offers.

My role: Conduct photo shooting.

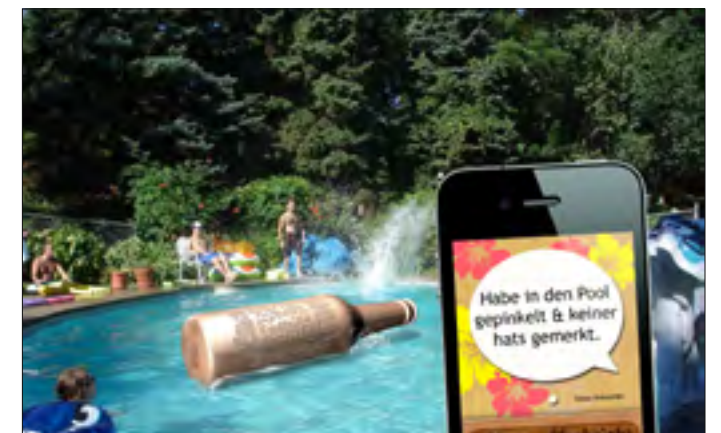
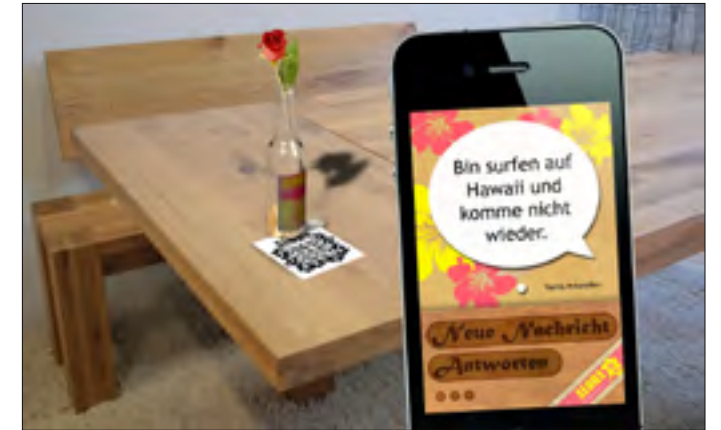


A unique bottle.

Burying a little secret.

This special limited edition Aloha bottle is equipped with the power to become a message board. Leave a message for someone special. Share an insight. Or just tell everyone. Scan it. Read it. Leave a reply. Make it a digital message board – all contained in a bottle.

My role: First idea, Creative concept.



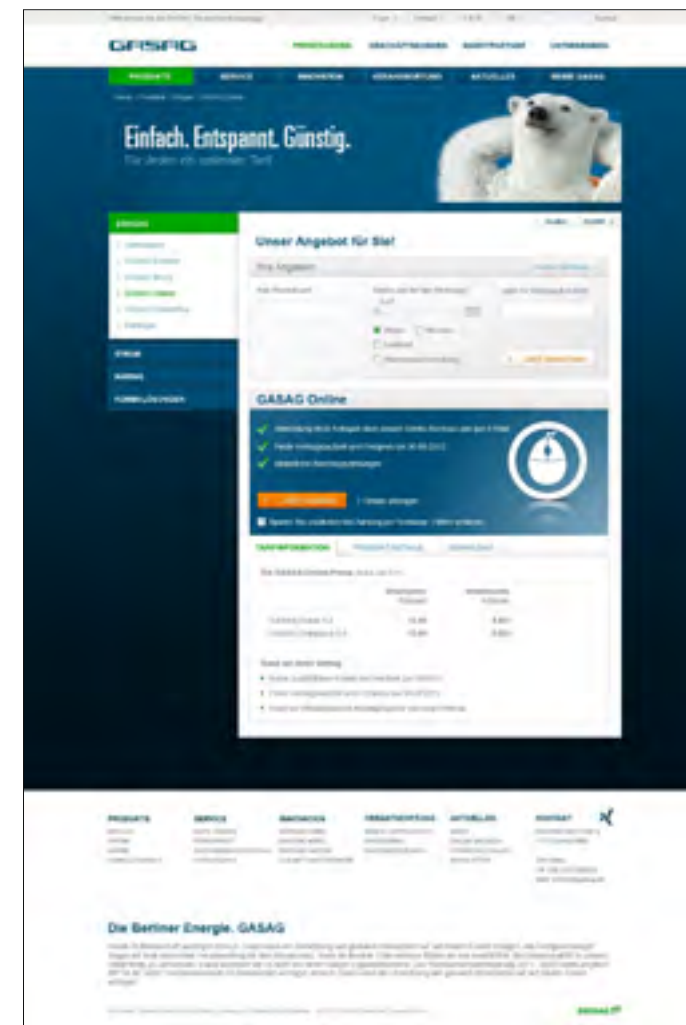
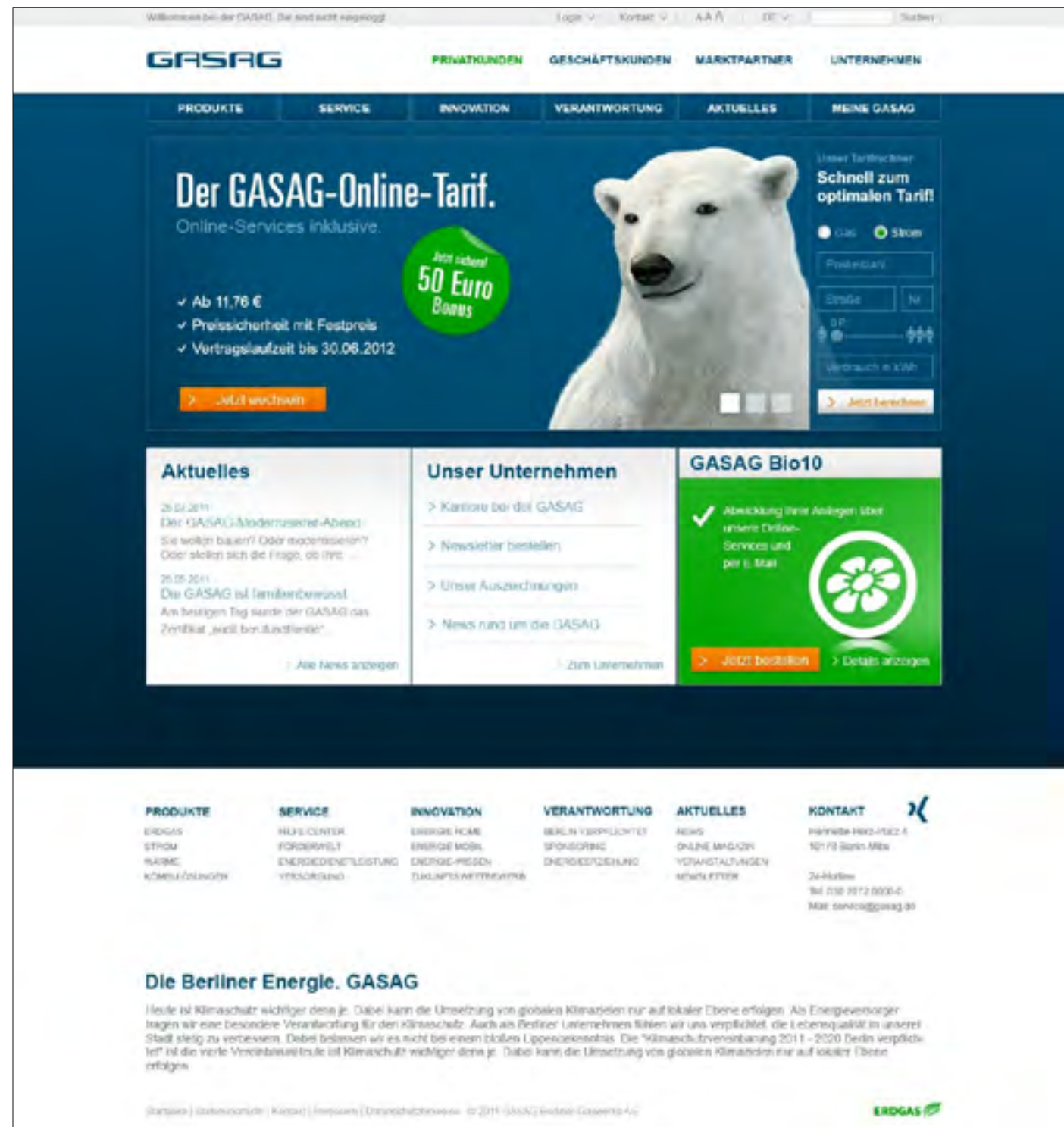
More than 20 years spent playing.

In just under 4 weeks.

Let the numbers speak here: 4.8 million profile impressions made 1.5 million users join the game and play 13 million sessions. This equals 20 years of total playing time.

My role: Art direction, Flash animation and AS3 programming, Project and account management.





Not every duckling becomes a swan.

But this one did, finally.

Once an unusable, uninviting mess. First refurbished. Then completely re-designed. Optimized for sales and customer self service. Now fresh, clean and lean.

My role: Conception, Art direction, Screen and motion design.

Bassier, Bergmann & Kindler

Senior Flash Designer. 03/2008 – 12/2009.

Screen and motion design. Flash-based online trainings and web specials. Utilizing PureMVC, Parsley, PaperVision3D and other frameworks. Premium clients – like Porsche, Volkswagen, Deutsche Telekom, o2, Fujitsu, eBay, PayPal, Scout24 and many more.



Porsche. Web based trainings.



▶ Licht an!

Wechseln Sie die Ansicht durch Klick auf einen Link rechts.

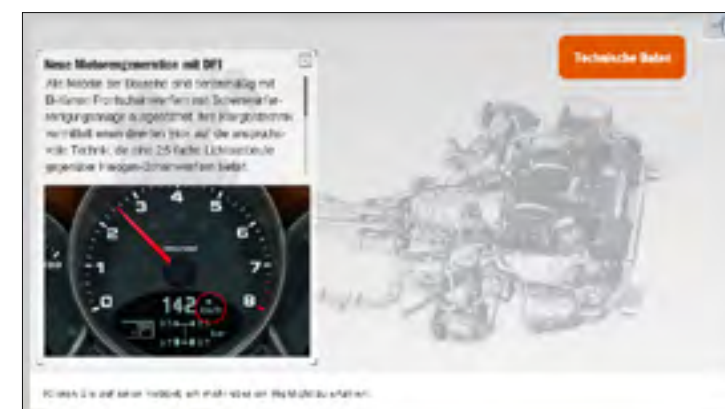
▶ Schließen

Pure power.

Is nothing without proper training.

A whole bunch of web based trainings for Porsche's salesmen, repairmen and customers, of course.

My role: develop a specialized Flash CMS and realize all trainings using it.

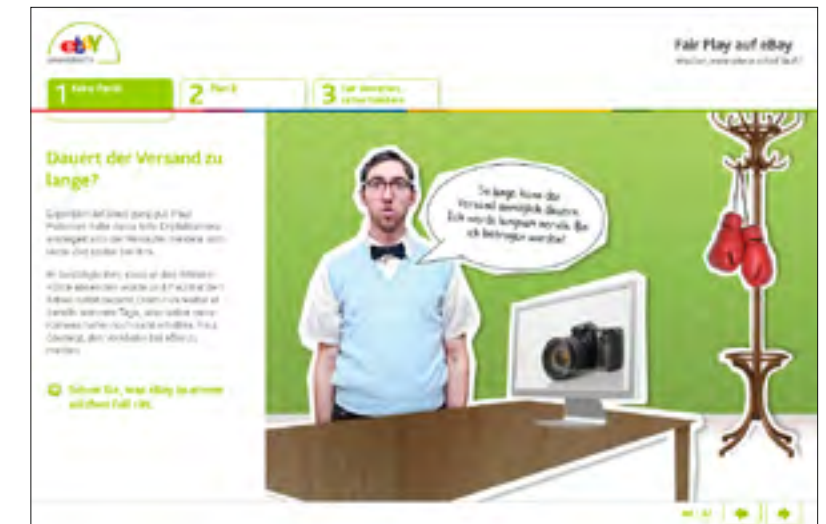


**Clear conscience.**

Every time you need to refuel.

Corporate website for CO₂ trading company ARKTIK. Their main product is a fuel card which allows carbon-neutral driving.

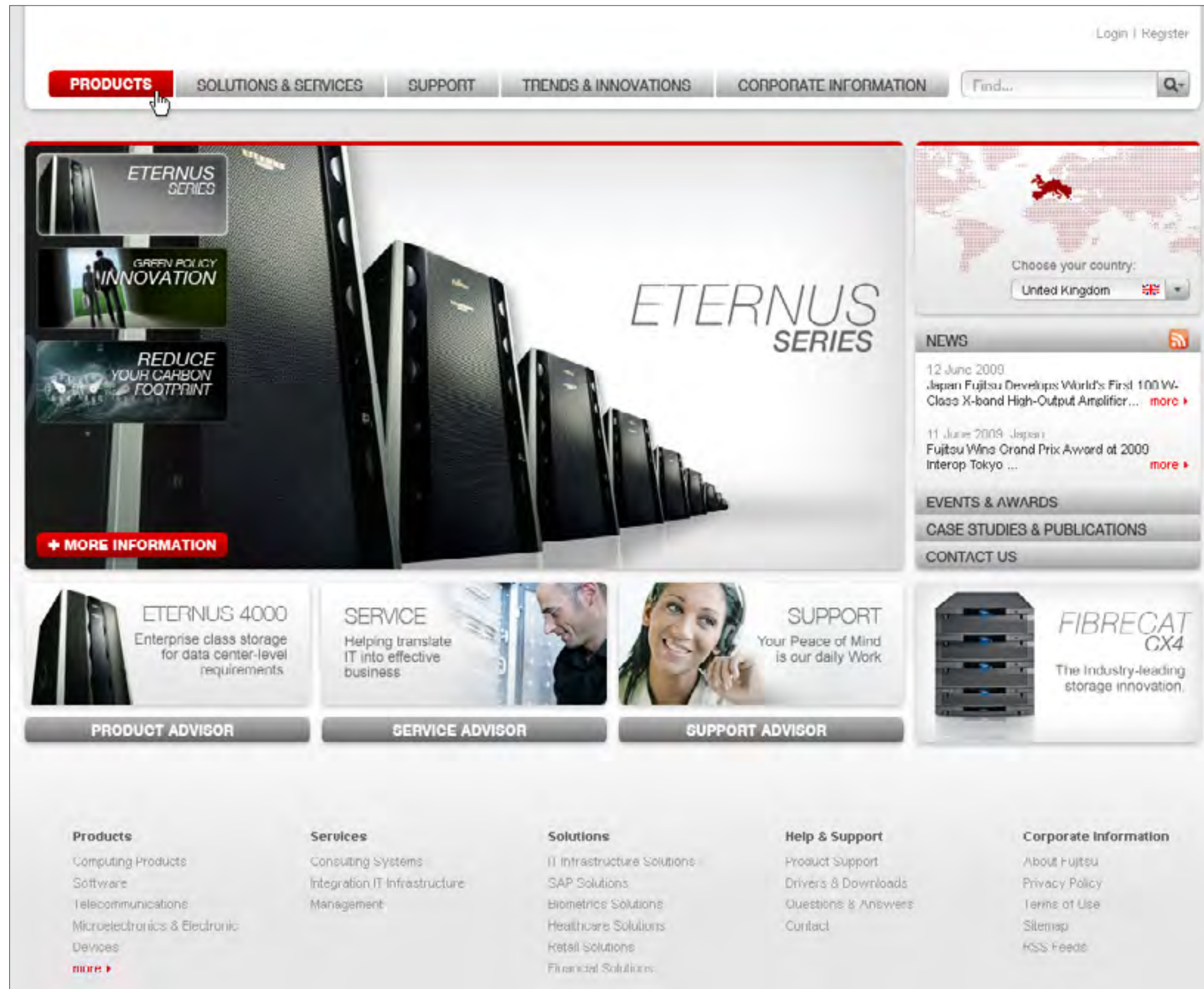
My role: Design and layout for web and print products.

**Fair play.**

For either side of the business.

Training for eBay's online academy. Based on home-grown Flash CMS. Utilizing Papervision 3D, too.

My role: Screen design, Flash animation and development.



So technical.

But so appealing, too.

Re-design of Fujitsu's corporate website. Challenge solved here: make highly technical, rather complex and mostly lengthy information easily accessible and appealing to customers.

My role: Screen design.



Easy as that.

Affiliate program explained.

An interactive guided tour explaining Telekom's affiliate program.

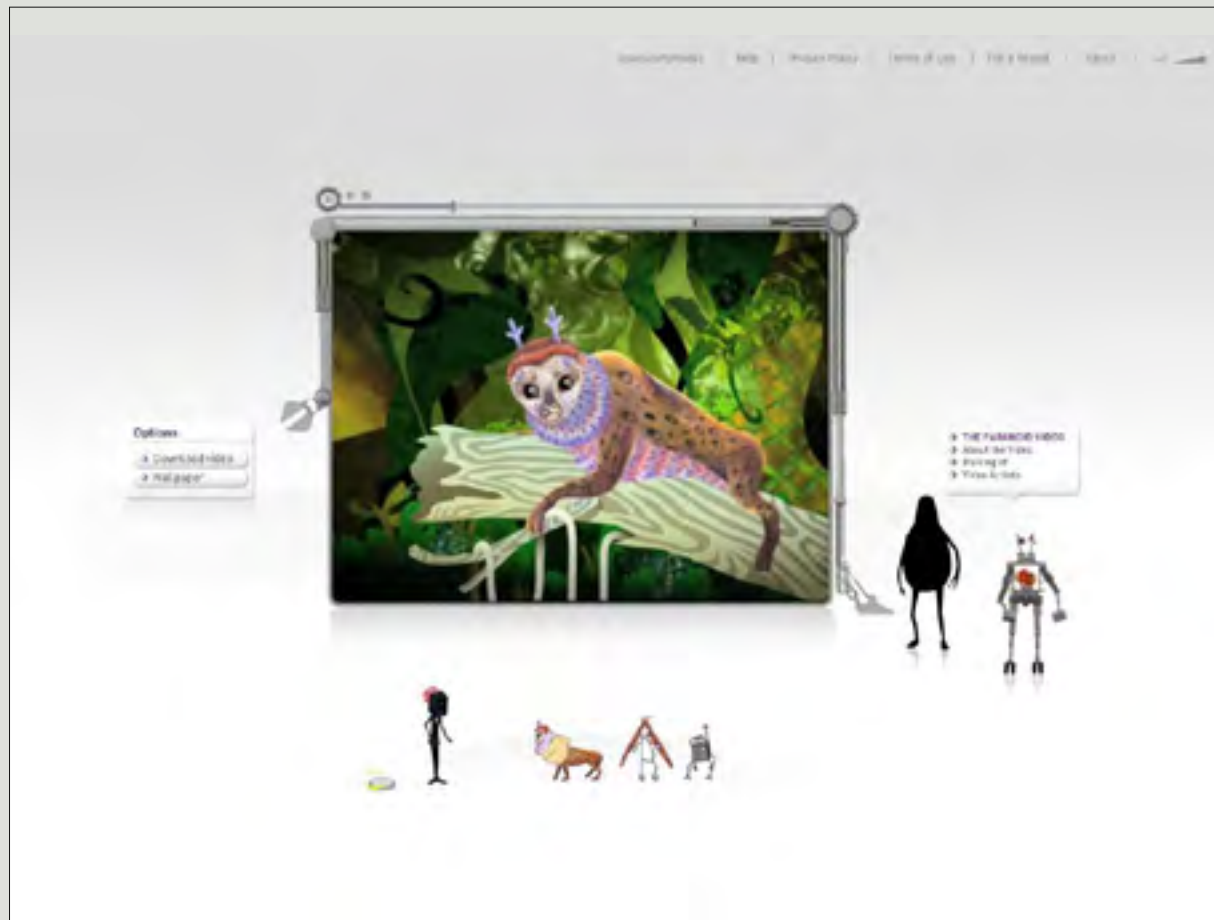
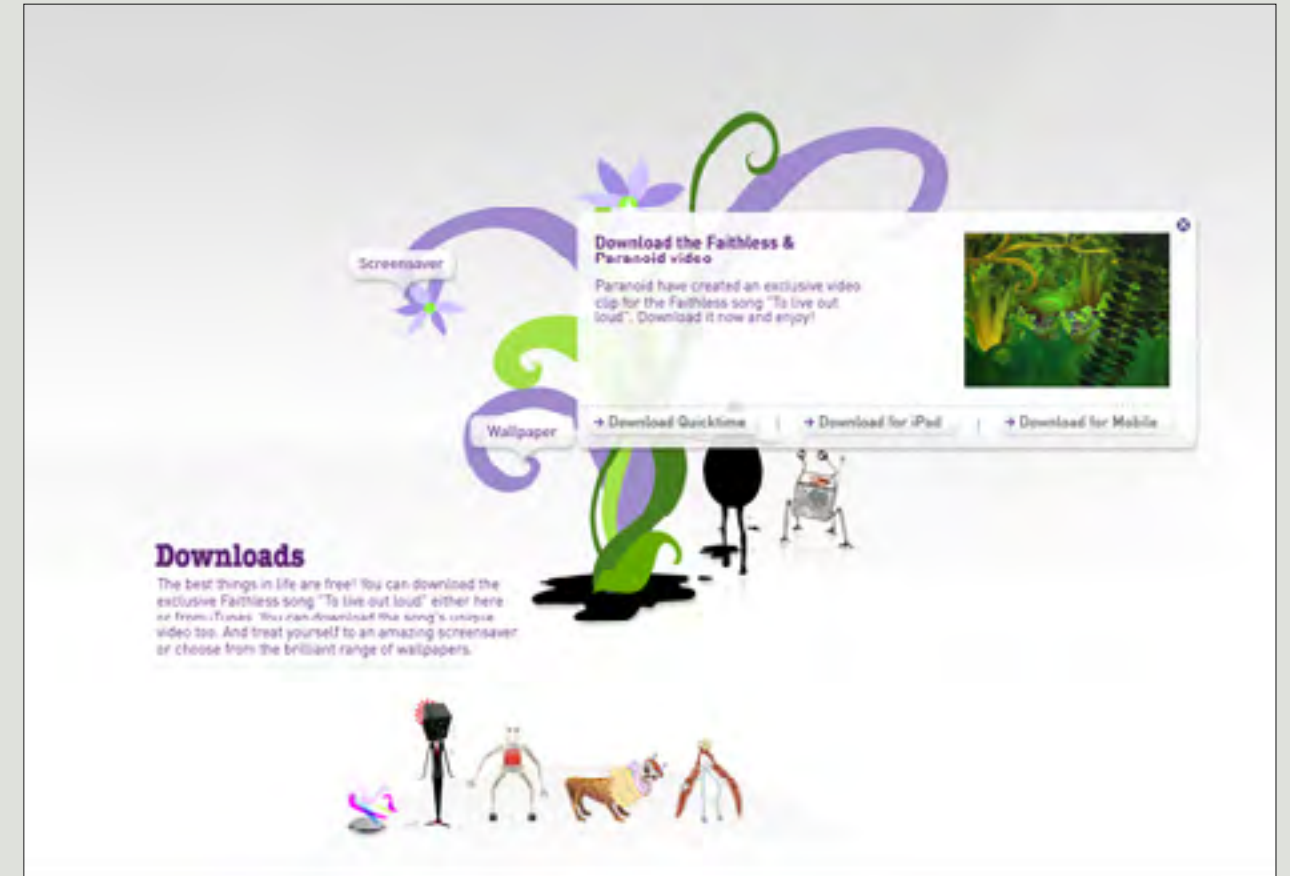
My role: Screen and motion design. Flash development.

argonauten G2

Web Developer. 01/2006 – 02/2008.

Animation and development of challenging brand websites and product stagings with Flash (ActionScript 2 und 3).
For large internationally operating clients like Audi, Bacardi, Coca-Cola, Grohe, Volkswagen and many more.



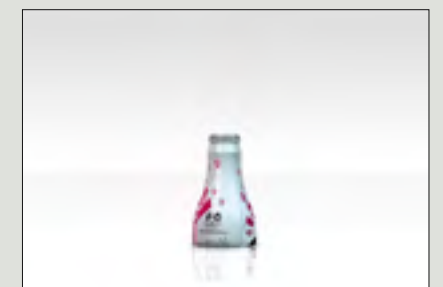


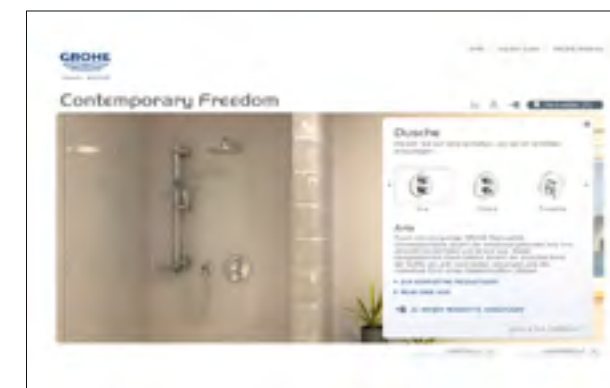
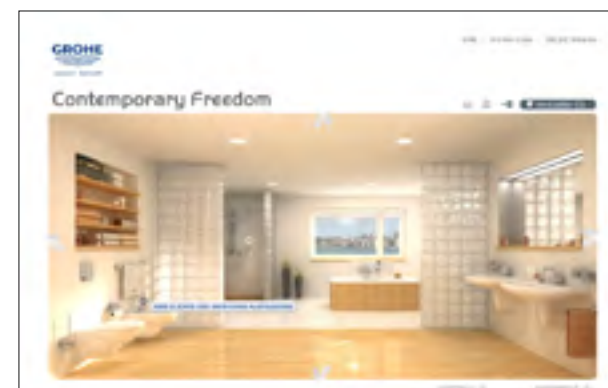
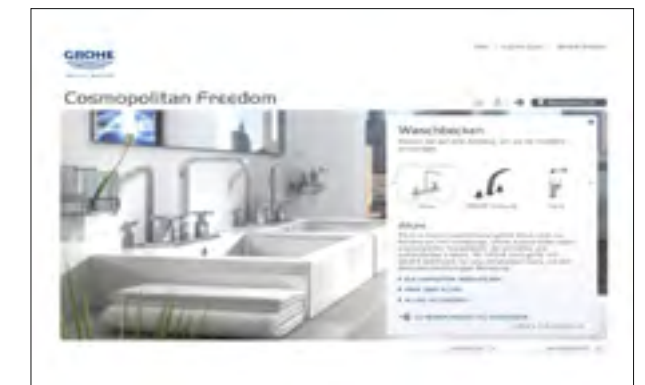
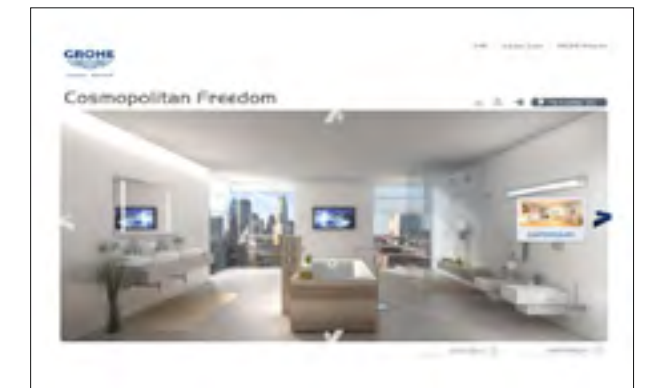
I can't get no sleep.

Yet a product or already art?

Multi award winning Flash microsite to showcase the special limited aluminum bottle by Faithless & Paranoid. Users can control interactive animations by microphone, camera, mouse or keyboard and share this unique creation to friends.

My role: Flash animation and programming. Binding input channels to animation engine. Handle complex loading mechanics.





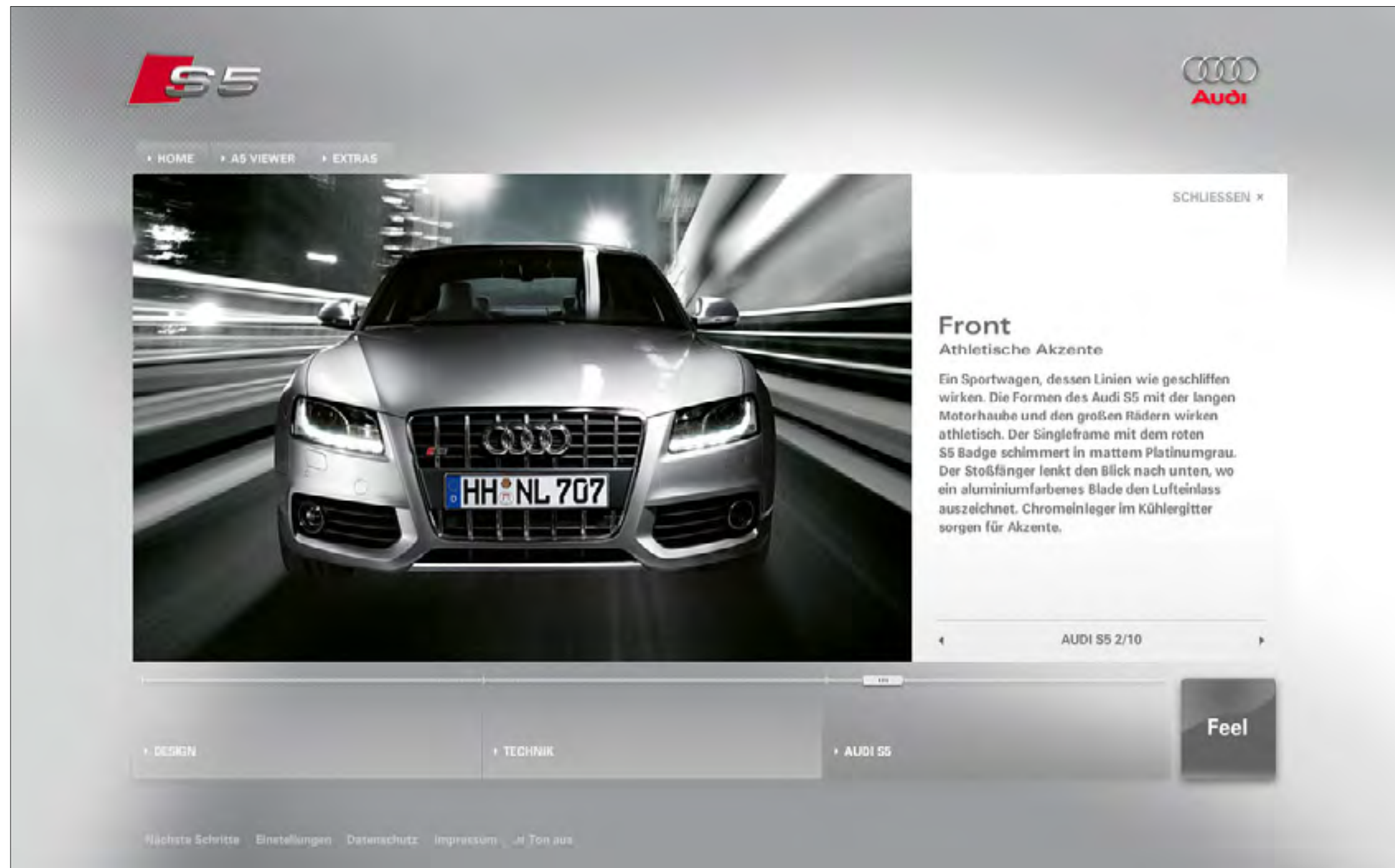
Exclusive bathrooms & kitchens.

Innovative and interactive.

Explore Grohe's product range in this virtual world Choose from three room sizes and three interior styles – cosmopolitan, contemporary or authentic – to see which product line you like most. Save your choices. Share them.

My role: Techn. concept, database modelling, Flash programming (PureMVC framework).

Recognition: redden design award,
iF communication design award,
Jahrbuch der Werbung, Mobius Award

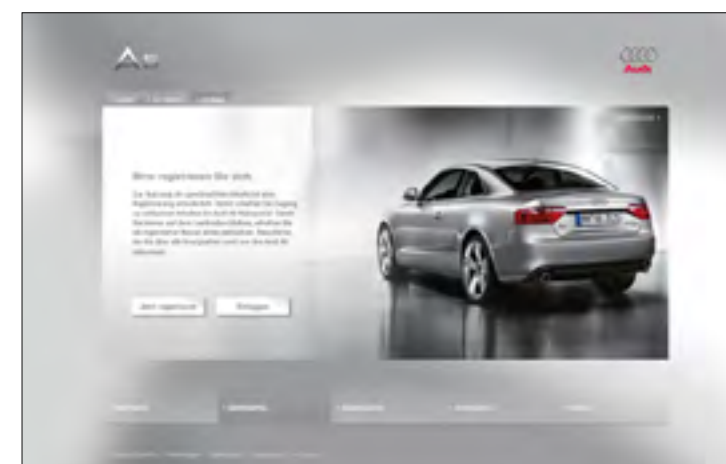
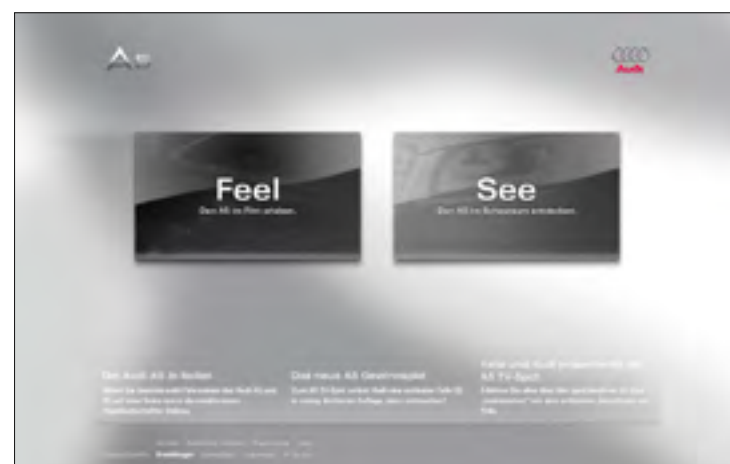


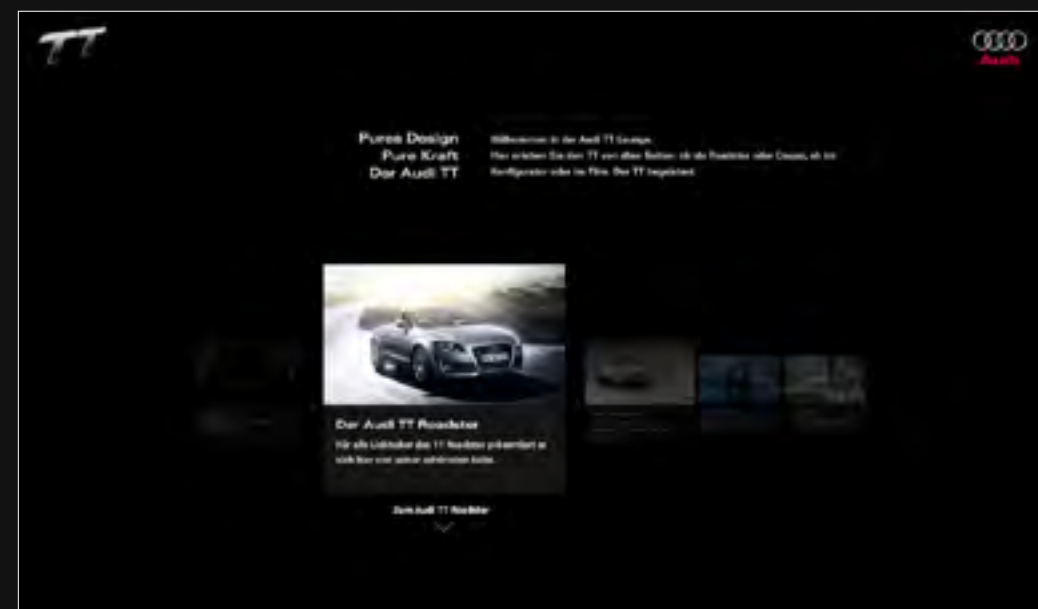
Feel it. See it.

An interactive video experience.

Want to just lean back and enjoy the video?
Or want to dig through and see every detail?
Why not get both? Just switch. Anytime.

My role: AS3 Flash programming.



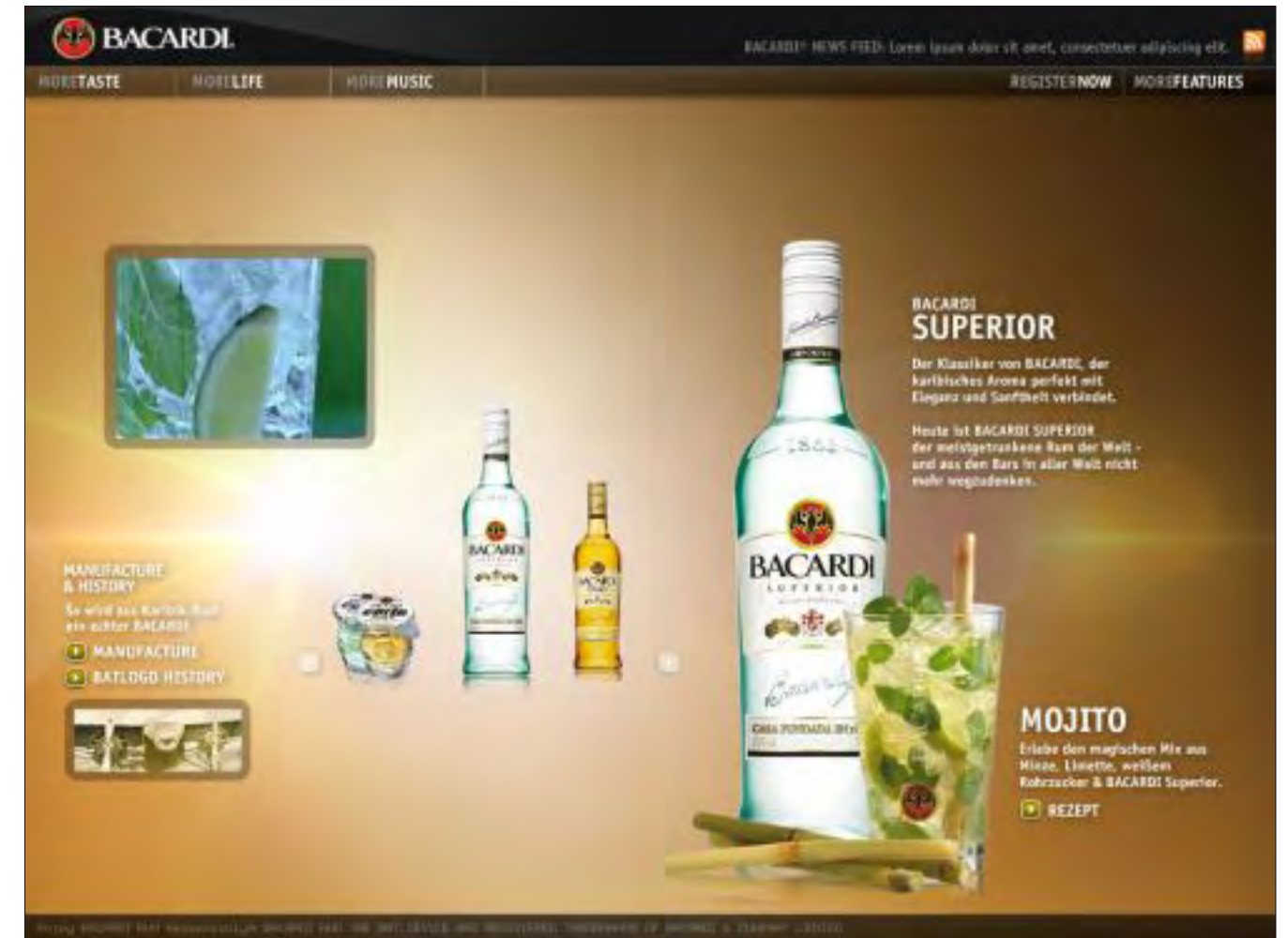


Vorsprung.

Durch Technik.

A Flash microsite with unconventional matrix navigation. Invites to explore Audi's 2008 TT model.

My role: Flash programming.



Ritmo superior.

Bottled caribbean summer feeling.

The premium hotspot for Bacardi's web community: Alongside detailed product information, the site features cocktail recipes, bartending tips, an event calender and of course the hippest party hotspots all around the globe.

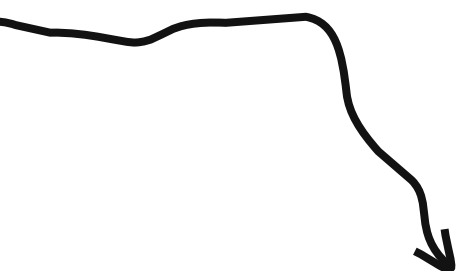
My role: Flash animation and AS3 programming. Cordination with UK brand management and US lead agency.

Thank you.

If you enjoyed this little excerpt of my works, please feel free to contact me.

Meaningful references will gladly be presented upon request.





Sebastian Adam

Senior Creative Professional

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