GEORGIA LEE TIMMERBERG

communication design

Brand · Campaigns · Content · Art Direction

Berlin · Düsseldorf · International

*Handcrafted, not prompted.

PROFILE

With over ten years in communication design and six years embedded in a specialized social media agency, I've grown from designer to creative lead: building brands, directing teams and shaping the kind of work that holds together across every channel and format. I work at the intersection of strategy, visual identity and communication – helping brands find their voice and translate it into experiences that are clear, distinctive and built to perform across content, campaigns, print and physical spaces.

One thing you won't find in my process: a bot doing the thinking. I believe the best creative work starts with a human point of view, genuine curiosity and a sharp eye for what actually works. That's what you get with me. Sounds like what you've been looking for? **Get in touch – there's a lot to talk about.**

SELECTED CLIENTS

ABBOTT · BIKINI BERLIN · REINE PFLEGE SEIT 1961 · EWE GO · GeloRevoice® · GREEN TECH FESTIVAL · OLYMPUS · HUMBOLDT-UNIVERSITÄT ZU BERLIN · Peek&Cloppenburg

EDUCATION

October 2013 - April 2017
Berliner Technische Kunsthochschule
Communication Design | Bachelor of Arts ø 1,3

June 2010
Parsons the New School for Design
Drawing & Design
Summer Program ø 1,0

EXPERTISE

CREATIVE STRATEGY
Brand strategy · Campaign concepts · Audience thinking · Storytelling

BRAND & DESIGN
Visual identity · Art direction · Editorial · Corporate · Digital

CONTENT & CAMPAIGNS
Social strategy · Content concepts · Visual storytelling

EXPERIENTIAL
Event · Exhibition · Experiential · Brand spaces

LEADERSHIP
Creative direction · Team leadership · Mentoring · Workshops

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Selected Experience

Vollpension Medien GmbH
Graphic Designer / Senior Graphic Designer / Creative Lead
03.2020 – TODAY

Strategy · Creative Direction · Social Media · Campaigns · Branding

- Leading an 8-person creative team
- Developing creative strategies, visual concepts and campaigns
- Advising clients on visual communication and audience needs
- Shaping the brand presence of clients across social and digital channels
- Leading pitches, presentations and creative development

Vertical Media GmbH/ Gründerszene
Graphic Designer
12.2017 – 12.2019

Brand Systems · Editorial · Digital · Events

- Campaigns for the start-up ecosystem
- Gründerszene Reports & Startup Investment Guide
- Visual systems across multiple platforms
- Event Design for Gründerszene Spätschichten across Germany, the HEUREKA conference and more

dan pearlman
Visual Designer (internship)
11.2015 – 03.2016

Branding · Editorial · Campaigns · Art Direction

- Supported the development of a new brand identity and website
- Worked across branding, editorial, campaign and customer communication
- Developed presentations and campaign assets for clients including Bikini Berlin, Lufthansa, Mein Hoffi and Sommer Frische Kunst
- Created communication across social, print and web

rikiki Grafik & Produkt
Design & Sales (internship)
05.2013 – 08.2013

- Supported product acquisition, photoshoots and sales, including the creation and editing of packshots
- Wrote and adapted copy for the online presence, strengthening my experience across visual and verbal communication
- Gained hands-on insight into running an independent design business, from product development to customer interaction and sales