

CECI N'EST PAS UN PORTFOLIO.

But here is a collection of things I did in the past.

Some call people who like to do a variety of things a jack of all trades and a master of none. To my ears, that sounds like an insult and I prefer using the term "renaissance man".

I like to understand how things work. Break them apart, put them back together. Marvel and wonder about the bits that were left over. I like to see the patterns and connection between seemingly unrelated topics. Sometimes I can bridge the gap, sometimes at least grapple the multifaceted and detailed POVs to gather the attempt of an overview. I strive for quality work, but still have to bow to the chokehold of time.

Or simply put: What can I do? All those trades piqued my interest and I like to create.

So, what can we achieve together?

best. Michael



ON PROD.

Witness the Fitness.

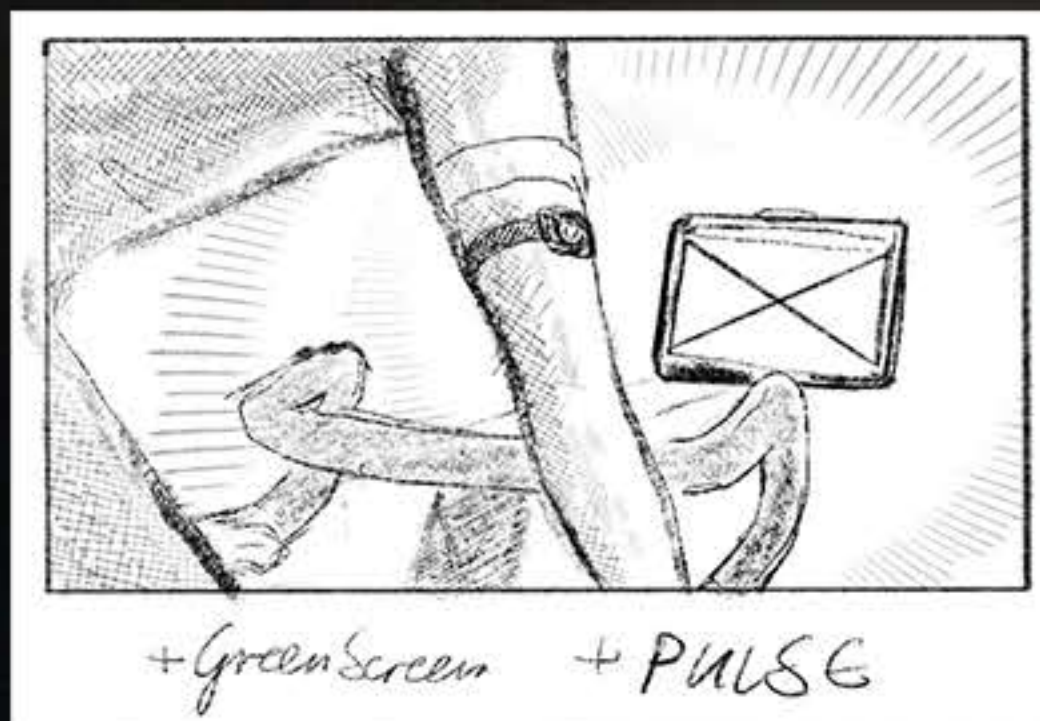
The task was to create a full vault of assets for the launch of a fitness app. That included videos and still imagery.

As a small core team we set out and dotted the i's and crossed the t's. My responsibilities included (but were not restricted to):

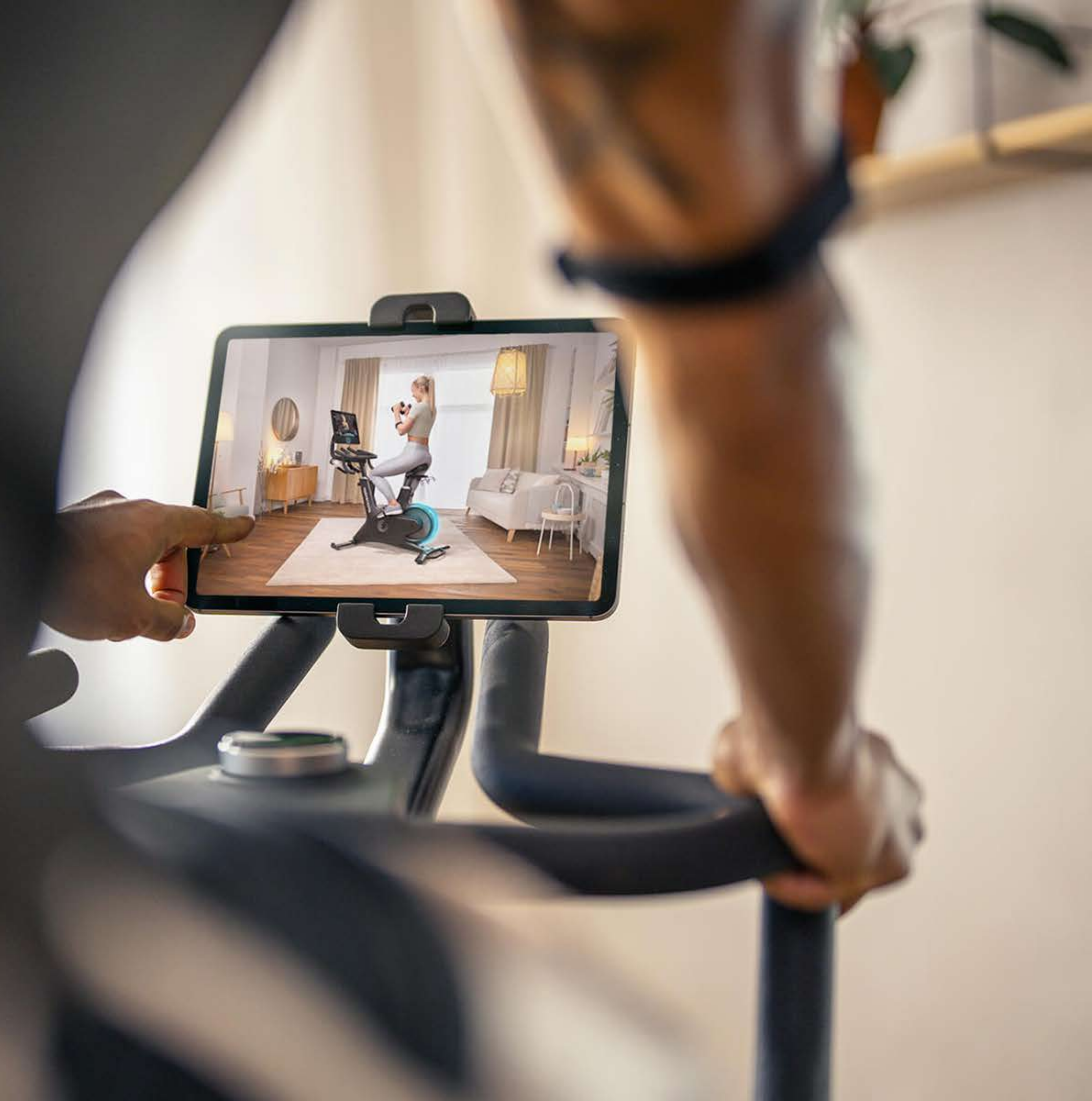
concept, moodboards, location scouting, shot lists, preproduction assets (mockup screen animations for smart devices) set design, AD on set, supervision of postproduction w/ graphic designers & video editor, transition animations for video, sound editing...

A tightly woven communication between skilled and motivated team members enabled us to produce over 100 still images and a 60 seconds commercial for a digital campaign.

What a ride it was - and I don't even like cardio training that much.



↪
Handdrawn sketch which served as the template for the motif seen on this page.







MOODBOARD FOR INTERIOR / SET DESIGN



SHOTLISTS FOR ALL SHOOTINGS



SELECTION OF MOTIFS



POSTPRODUCTION - RETOUCHING & SUPERVISION OF TEAM



ADAPTION FOR DIFFERENT CAMPAIGN FORMATS



33-45-78

Cover Designs for Vinyl Releases

To pour the soul of a piece of music into a visually fitting counterpart is nothing less of another work of art.

From press photos to **full fledged designs** for double sleeved gatefold covers - creating the fitting imagery is yet another form of my contribution to music, artists and labels alike.

And that flavour comes in 7", 10" and 12".
Rewind, selecta!



BANNERAMA

♪ Screens are my reality...

From start to finish - I produced **over 1000+** banner images for the fashion and music retailer hhv.de.

Concept, photography, lighting, retouching, composing, typography - even the tedious database feeding: it was my pleasure to do it all.



ART BLOKEY

From Dusk 'til Drawn.

Intended for personal katharsis but has been displayed to the public in two small exhibitions as well.

Also: a good way for me to combine and flex different skills and create something new.



I 48 kHz U

Audio Editing & Sound Design

A commercial is working best, when visuals and rhythm align.

Whether library sounds are used and need to be adapted or completely new ones have to be created from scratch - I love delivering the fitting mixdown. More bounce to the ounce.

Stemming from my salad days working at the local radio station and the record shop, I eventually went from spinning vinyls to DVS and finally started dabbling with music production a decade ago. A plethora of tracks and samples later, I'm happily incorporating the audible side into the mix, too.

Preferred tools are Adobe Audition (who remembers "Cool Edit" anyway), NI Maschine, TE OP1, a mic, a field recorder and of course n+1 sets of well balanced headphones.



Screenshot of Audition session for the soundtrack of a commercial



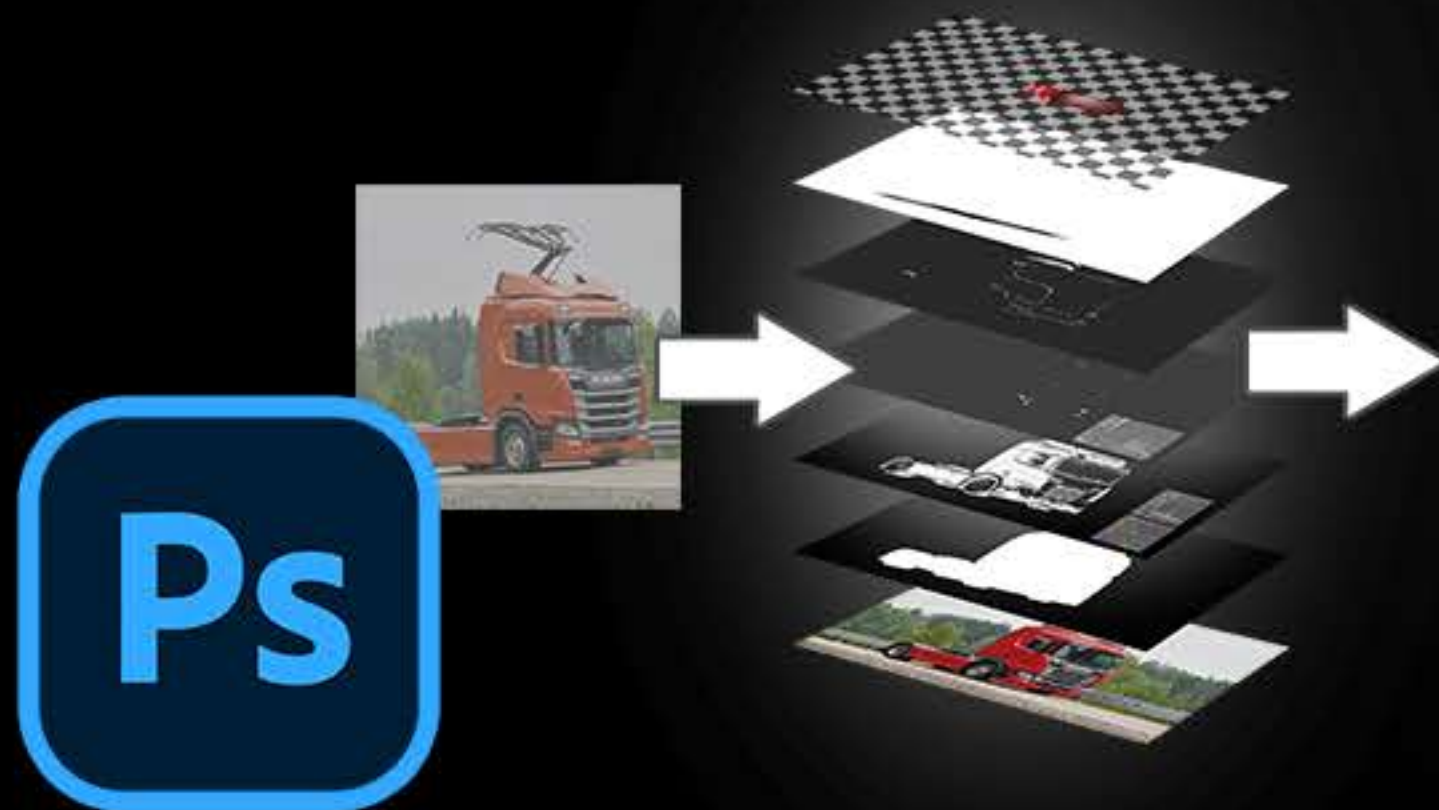
LIGHTING & RETOUCHING

Let there be light. And gradation layers w/ lots of masks.

Learn a decent profession, they said. And so I did.

Not only did I have the chance to learn how to build and light a scene, but also how to post-process the raw data in a sophisticated and targeted way. Effectively softening, enhancing or even entirely re-building light, shadows and reflections to create a convincing image.

Meanwhile I try to keep the .PSD files as structured as possible (which is a task on its own).



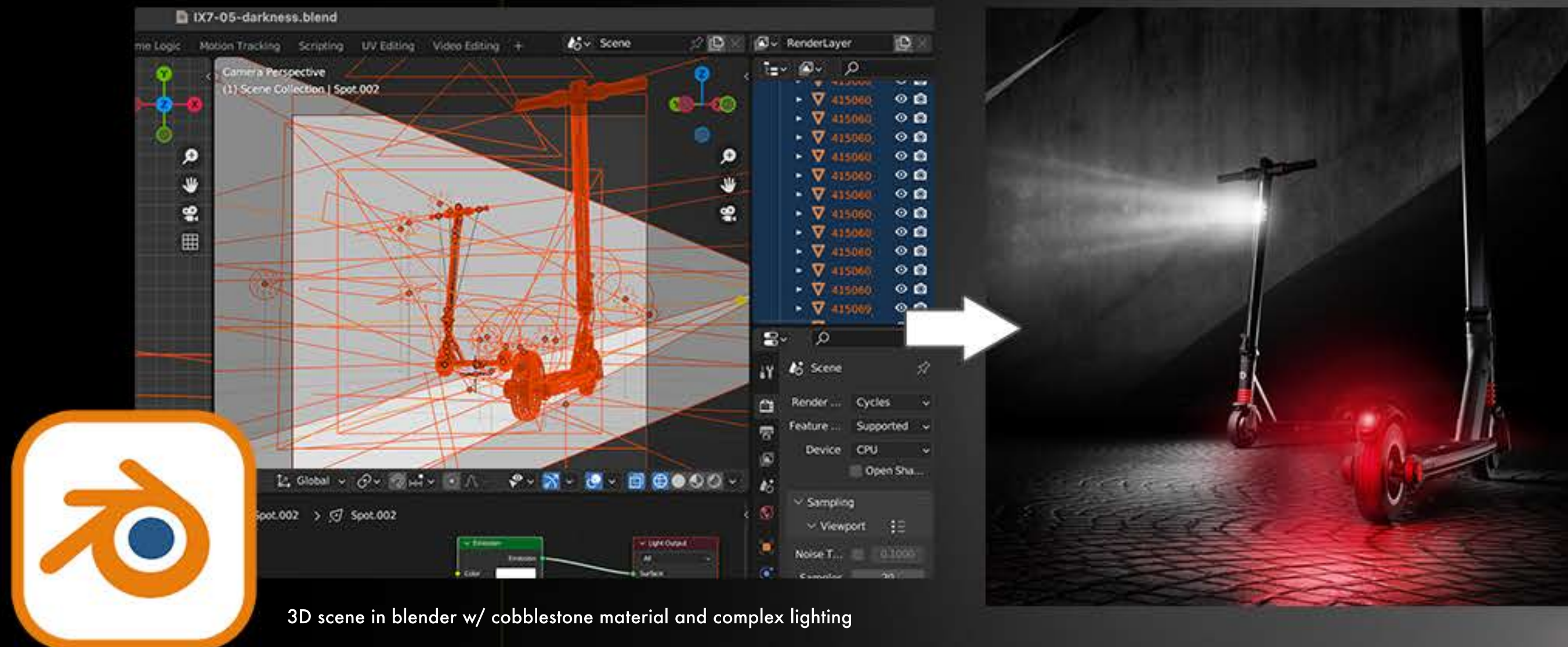
ANIMATION IMAGINATION

3D & (re)creating the movements.

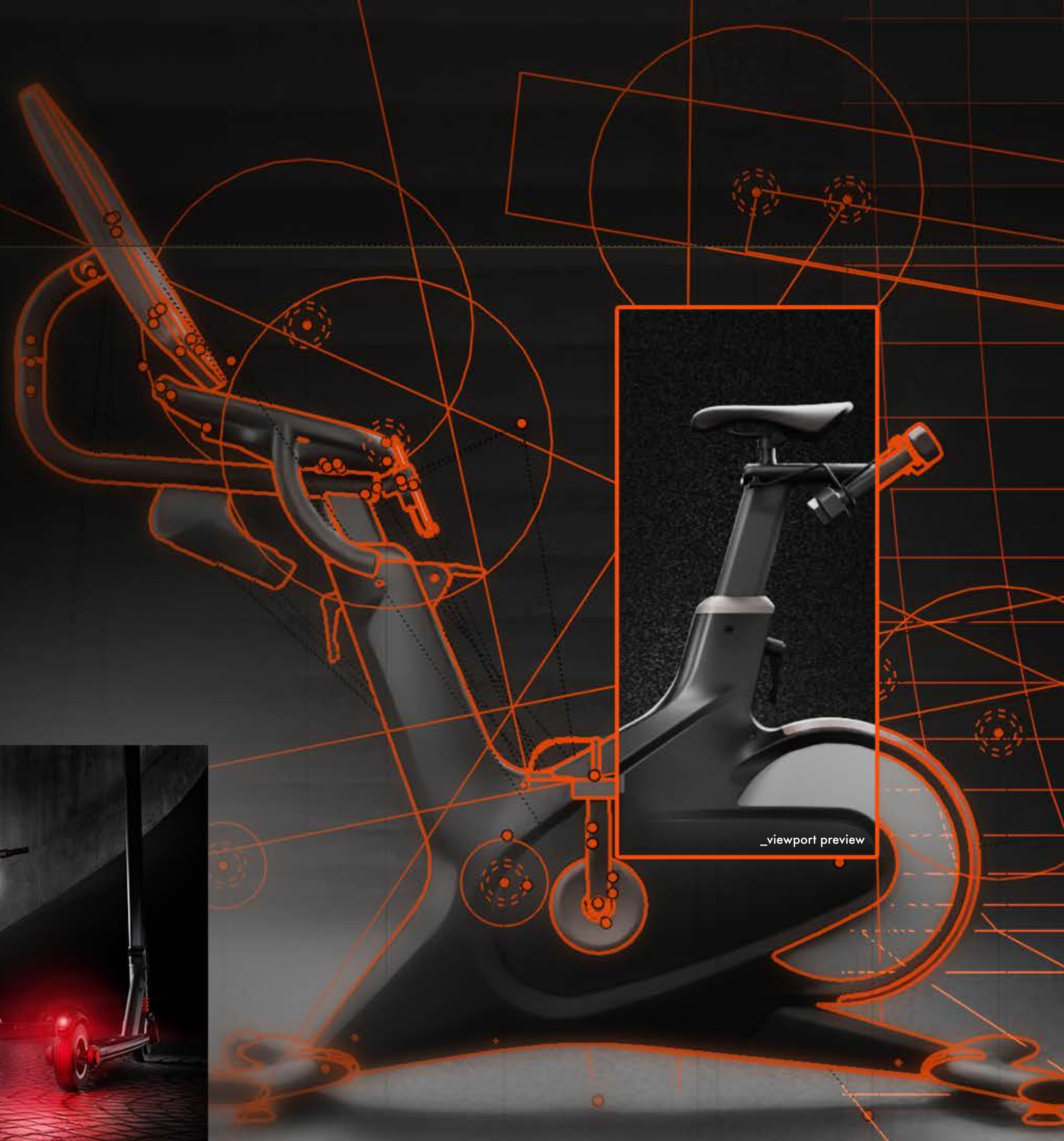
In the last couple of years I had the pleasure (and a itsybit of pain) to learn 3D. Because there simply were no assets to be used for the images we needed.

And the same goes for animation. What started as seemingly simple handdrawn onion layers eventually evolved into a cascade of keyframes and varying easing settings on rebuilt UIs and video transitions.

But, as always: I'm glad I did learn yet another feat.



3D scene in blender w/ cobblestone material and complex lighting



TIDBITS

Fun facts in boring tiles.



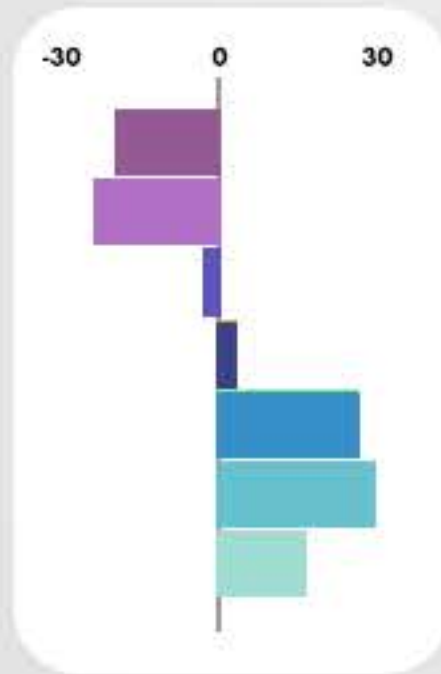
CONFIDENT USER OF ISO 8601

The proper way of using date & timestamps. Not only in filenames, but in general.

No more "file-final-rev37-final-final.psd"



Graves Value System



- Σ BO -19 (tribalism & security)
- Σ CP -23 (egocentricity & hedonism)
- Σ DQ -3 (absolutism & conformity)
- Σ ER 3 (competition & materialism)
- Σ FS 25 (humanistic & group-orientation)
- Σ GT 28 (systemic & functional)
- Σ HU 16 (holistic & synergistic)

LANDSIEDEL NLP - 2022/08

ALL TIME FAVs



Mike Boo
Dunhill Drone Committee



Erykah Badu
Baduizm



Wu Tang Clan
Enter the 36 Chambers



CCC

Congress Attendee

31st - 37th Chaos Communication Congress

...and counting.



MBTI

INTJ-A

- Introverted 78%
- Intuitive 54%
- Thinking 73%
- Judging 81%
- Assertive 90%

Rational, informed, independent, determined, curious, original.

16PERSONALITIES - 2016/12



GERMAN native
ENGLISH proficient
FRENCH je vais devoir m'améliorer.

Can't speak properly but won't starve when in Russia, Japan or Vietnam. At least I hope so.
Oi goi oi, こめんとはい & хорошо

FURTHER LIKES

...in no particular order..



PSYCHOLOGY (especially neurodiversity and dementia), **ETHYMOLOGY** & **WORDPLAY** (hence the rap affinity), **BIKES** (riding & fixing: multimodal w/ Brompton ftw), **SEWING BAGS** (prototyping & actually creating useful stuff), gotta end this list due to lack of space...



SUB 40

It takes my hands less than **40 seconds** to solve the Rubiks cube (3x in a row to make it count). Well, it takes longer in winter.

Just for fun.

PREVIOUSLY...

Stats & logs at last.



...mit unseren unterschiedlichen Abteilungen, um stilistisch passende Arbeitsergebnisse zu gewährleisten

Herr Theel war in hohem Maße motiviert, zeigte große Eigeninitiative und identifizierte sich absolut mit seinen Aufgaben, die er mit einer positiven Grundeinstellung anging. Er überzeugte durch sein stark ausgeprägtes analytisches und logisches Denkvermögen, welches er auch in überaus stressigen Situationen unter Beweis stellte und wodurch er immer hervorragende Lösungen für neue Aufgabenstellungen sowie auftretende Probleme fand.

Sein auch in Randbereichen exzellentes Fachwissen, seine umfangreiche Berufserfahrung sowie seine ausgezeichneten Produkt- und Branchenkenntnisse brachte Herr Theel stets in höchst gewinnbringender Weise in unser Unternehmen ein. Um dieses Wissen zu erweitern und seine Stärken weiter auszubauen, nutzte er die gebotenen Möglichkeiten zur beruflichen Weiterbildung immer mit sehr gutem Erfolg.



- 1984** Hello, world!
- 2003** **HIGH SCHOOL GRAD** ("Abitur")
Leibnizschule Hannover
- 2004** **CIVILIAN SERVICE**
DRK Pflegeheim Hannover
- 2005** **CRAFTSMANSHIP EDUCATION** (photography)
Euromediahouse Hannover
- 2008** *Sinar P2 technical camera w/ Phase One digital back, middle format & 35mm camera systems, studio lighting, on location shootings, product & people, scanning, retouching, image databases*
- 2009** **PHOTOGRAPHY & SCREENDSIGN** (freelance)
hhv.de / Project Mooncircle / Chimperator
- 2011** *w/ focus on music culture (press images & album cover design for music labels, eCommerce campaign banner creation for online retailer*
- 2012** **CONTENT MANAGEMENT**
Digitalagentur Moccu Berlin
- 2017** (from 2015: Team Lead Content)
webpage relaunch & maintenance (Django, Sitecore & .NET systems for L'ORÉAL PARIS, Garnier, eBay), coaching & workshops, process optimization & documentation (JIRA, Confluence), photography, high end retouching, sound design for videos & animations
- 2018** **SCREENDSIGN & ART DIRECTION**
Innovamaxx / Sportstech Brands Holding
- 2023** *created product page imagery, landing page banner etc. (PS/XD/AI/PR/AE/blender 3D), started out as screen design role, grew into Art Direction on multiple projects (2K - 30K €): planning w/ stakeholders, on set & postproduction, internal schooling / workshops on desing related issues, worked closely w/ UI, front & back end, content & text department to establish a streamlined workflow w/ formats and interface for web catalogue relaunch, brought an overhaul of corporate design to fruition*
- 2024** **NEXT CHAPTER w/ YOU?**

THANK YOU
ありがとうございました

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MMXXIV