



**17ELEVEN**  
**BRAND**  
**AID**

**MAIK LUTZE \_ CREATIVE.**

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**CURRICULUM VITAE//2011**



## INFO

Maik Lutz is an interactive Creative mind, currently living and working as Interactive Executive Creative Director at Interone Beijing. He studied communications design in Hamburg, Germany. After being on the above-the-line side of advertising with Ammirati Puris Lintas and Zum Goldenen Hirschen, he discovered his love for interactive projects.

Working for European and American clients both at LAVA / iXL and later under his own label 17ELEVEN, he developed a strong interest in usability and user experience.

While continuing to serve clients with Print- and Corporate Design, he started working as a Flash developer for Interone Worldwide and Kolle Rebbe, entering the world of RIA, OOP and as3 frameworks.

Combining both, creative and development skills, he was hired in 2008 to associatively work as a Creative Director and Flash developer in Beijing, being responsible for shaping interactive experiences for clients like BMW, MINI and Canon.

## SKILLS

- \_equally knowing and balancing the demands of the creative and technical sides of projects
- \_enthusiastic about details, experienced in all levels of international projects
- \_focus on usability and integrated communication concepts
- \_passionate fluent presentations in English and German

## RECENT PROJECTS

09/11	BMW 1 Series Driver Challenge	Creative Direction
09/11	BMW 1 Series M Coupé video special	Creative Direction
08/11	BMW 1 Series family UFO campaign	Creative Direction
08/11	Canon China website redesign	Creative Direction
02/11	MINI website relaunch	Creative Direction
05/11	HILTON China SHGE campaign	Creative Direction
04/11	MINI The Chinese Job campaign	Creative Direction
04/11	BMW M3 Gladiator event campaign	Creative Direction
11/10	MINI website interim solution	Creative Direction

## CAREER

2008 - present	Interone China	BMW, MINI, Canon, HILTON, BOSCH, HP
2008	Kolle Rebbe	NIVEA, Navigon
2006 - 2007	Interone Hamburg	BMW
2001 - 2006	17eleven	Wrangler Europe, EMPORE
1999 - 2001	LAVA / iXL	Kaufhof, Expo2000, Talkline, Getty Images
1999	Zum Goldenen Hirschen	HVV, Nissan
1998	Ammirati Puris Lintas	Feldschlösschen