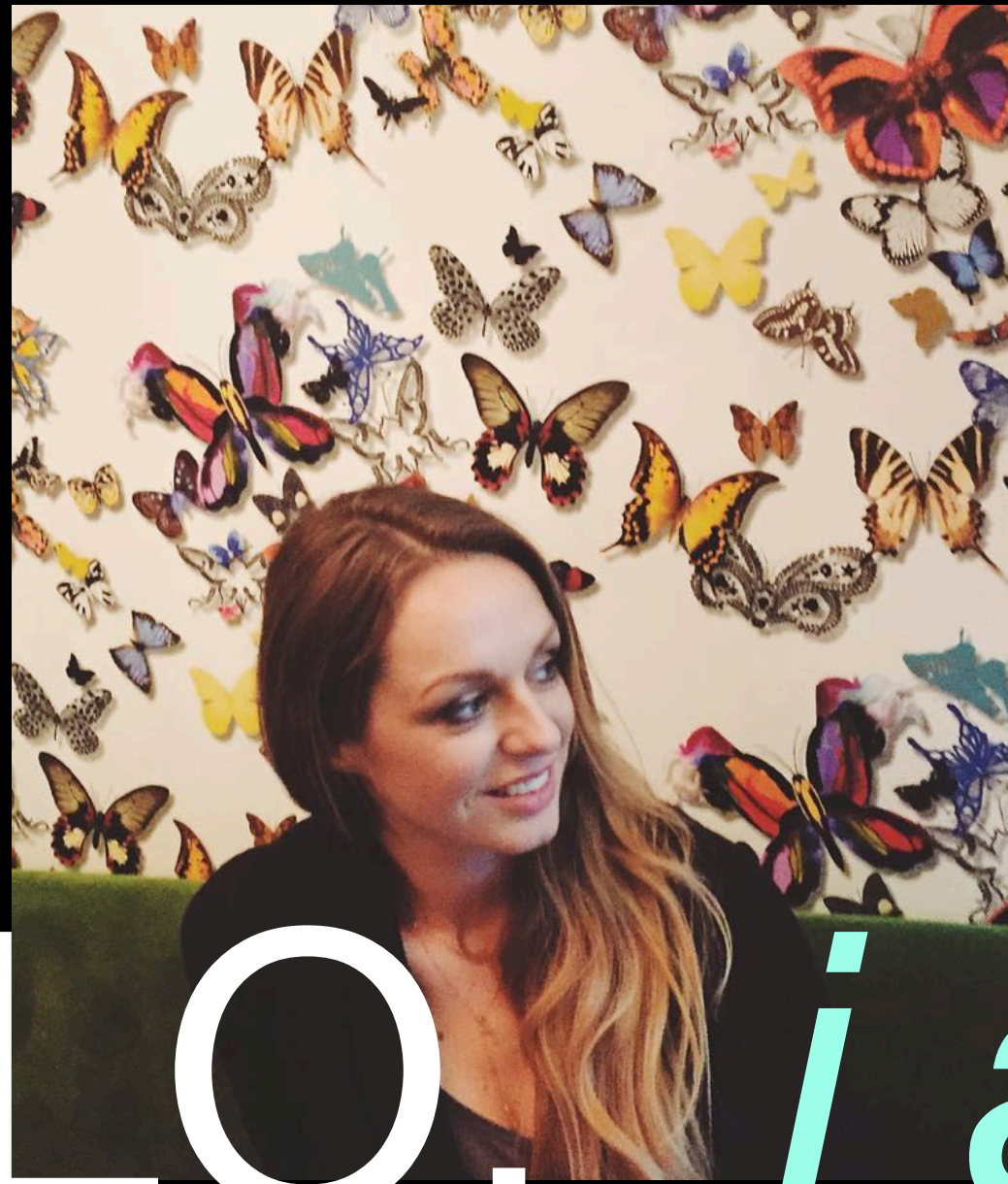


V

V



HELLO, *i am* VANESSA JANSE

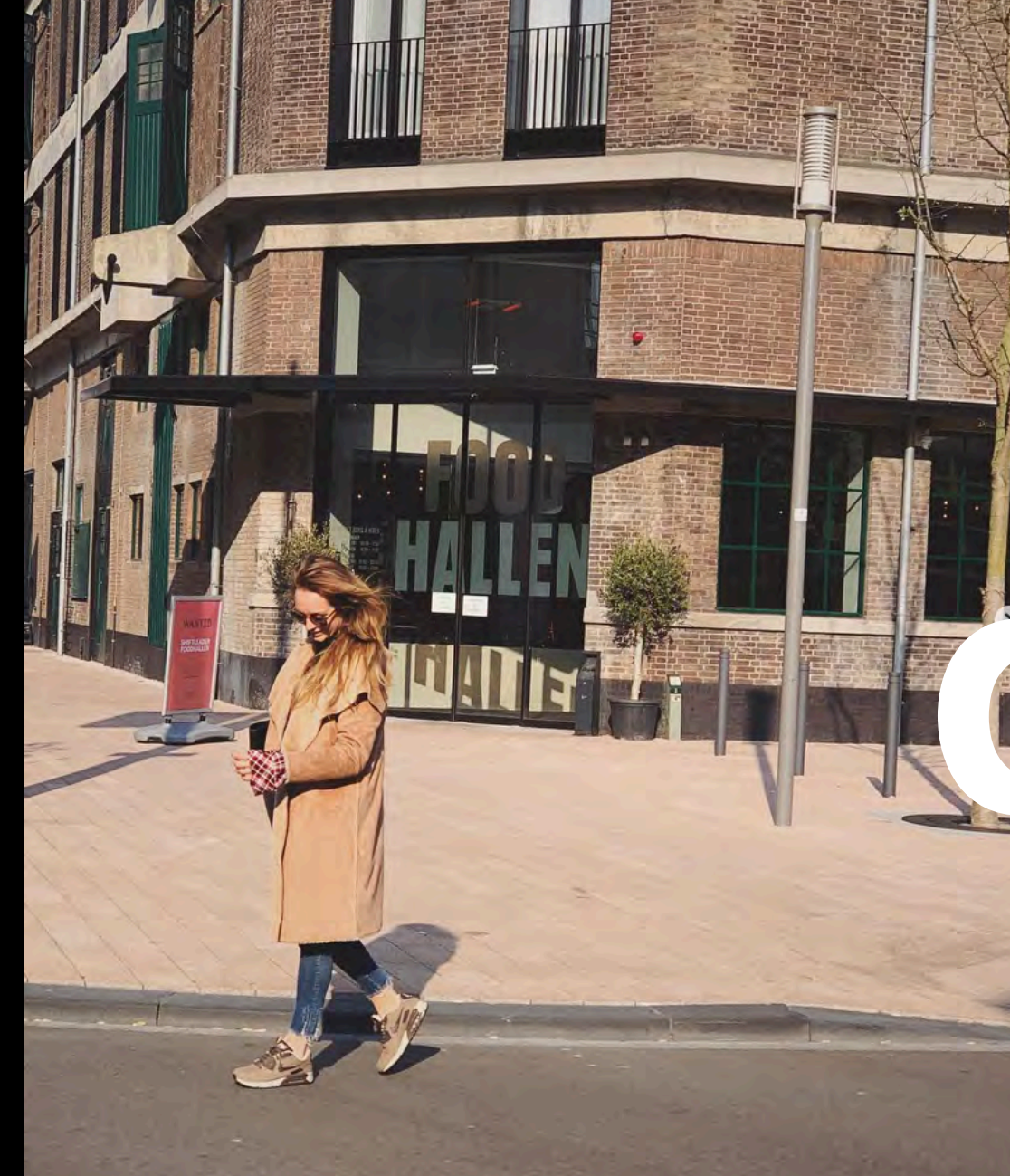
I am half German and half Dutch. My father—from Rotterdam—met my mother—from Duisburg—at the fashion fair in Düsseldorf. They didn't speak each other's language and they describe it as the most exciting time of their lives.

Today they have been happily married for over 40 years.

That leads me to the question: what is communication?
Where does it start and what defines it?

If my parents could say anything to each other and even fall in love without speaking the same language, what can communication mean and achieve? And how can we use and transfer this knowledge to our business?

These are some of the questions that drive and inspire me to become a creative—to tell and show exciting and emotional stories.



What drives me



What happened so far

With 12+ years as a freelance Art & Creative Director, I have led teams, managed global budgets, and worked across diverse brands and media.



2000 – 2003

Berufskolleg Glockenspitz
Design Assistent (state-approved)

2003 – 2004

Grey Worldwide
Art Intern

2004 – 2006

AKD – Akademie für Kommunikationsdesign
Diploma Designer

2006 – 2007

Sigma Universität Eupen, Belgien
Bachelor of Arts

2006 – 2007

Springer & Jacoby
Art Intern

2007 – 2008

Euro RSCG (HAVAS)
Art Director

2008 – 2010

BUTTER.
Art Director

2010 – 2011

Aufbruch
Art Director Digital

***2011**

Vanessajanse.de
Freelance Art & Creative Director

I work with



HEART



MIND



EXPERTISE

**TO CREATE POWERFUL BRAND EXPERIENCES*

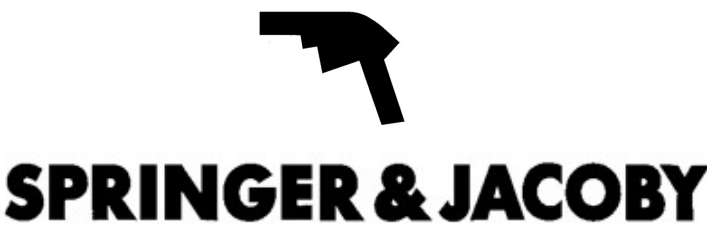
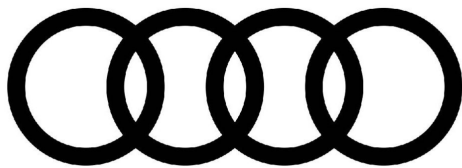
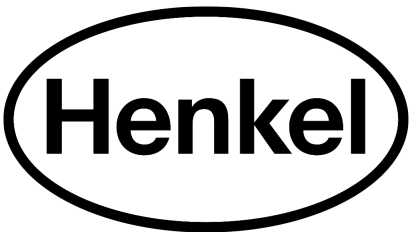
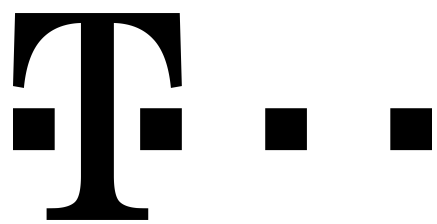
LET'S PLAY!

SHOWCASE



**Advertising, Design, Creation,
Art Direction, Creative Direction,
Conception, Ideas, Campaigns,
Social Media, Corporate Design,
Corporate Identity, Online,
Offline, New Business, Branding,
Shooting, Video, Illustration,
Packaging Design, Supervision,
Editorial, Content, Strategy**

Clients, friends & partners

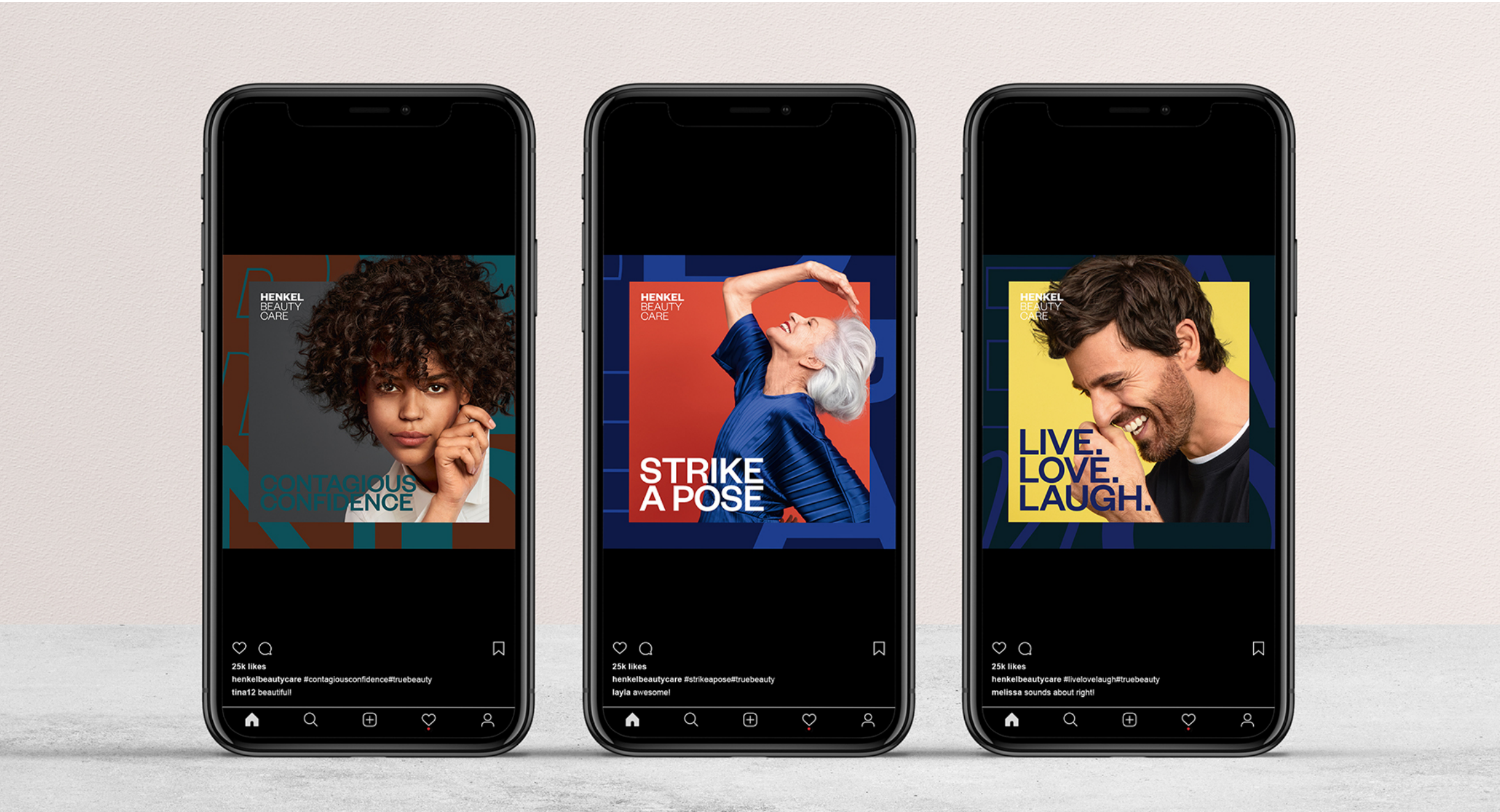
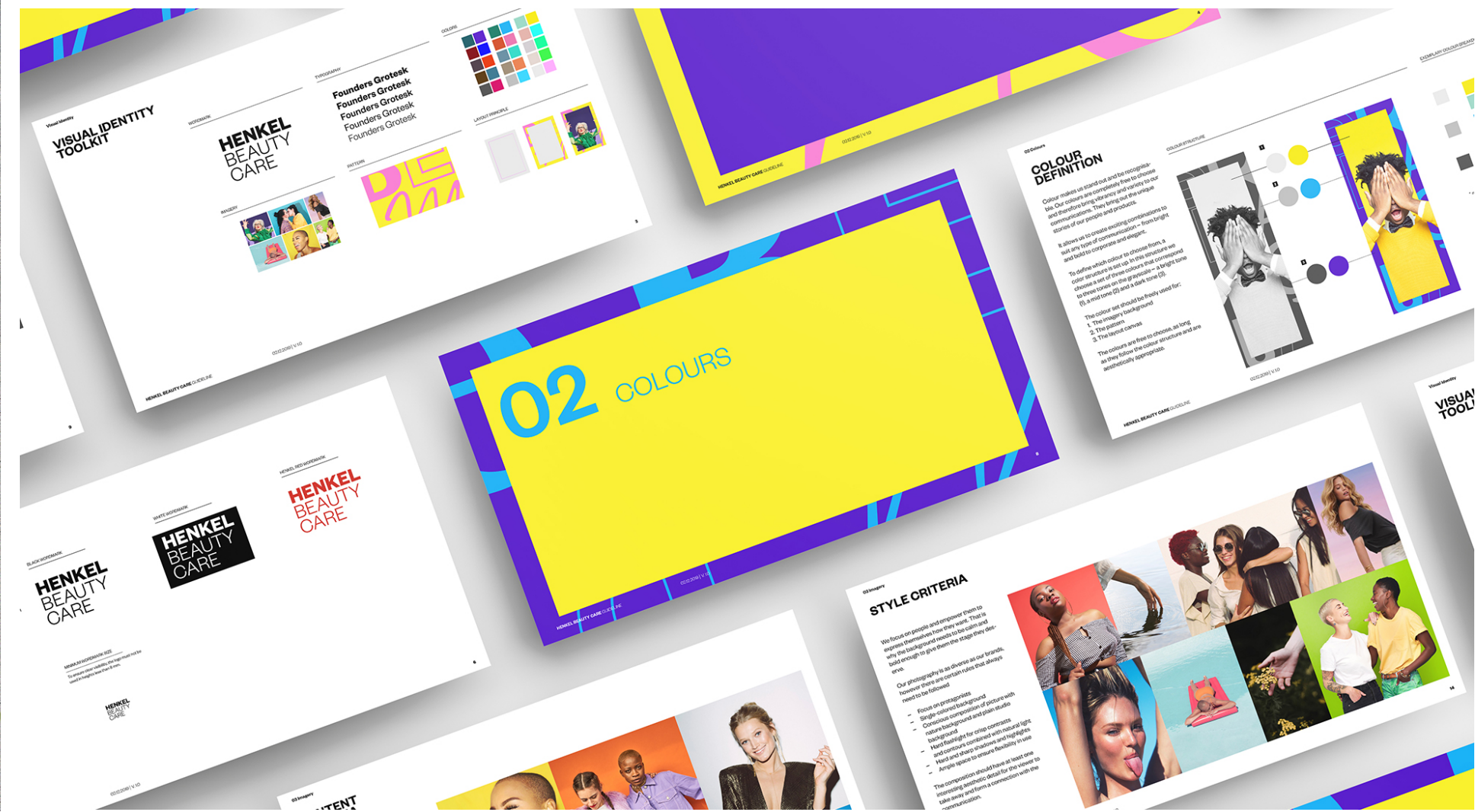


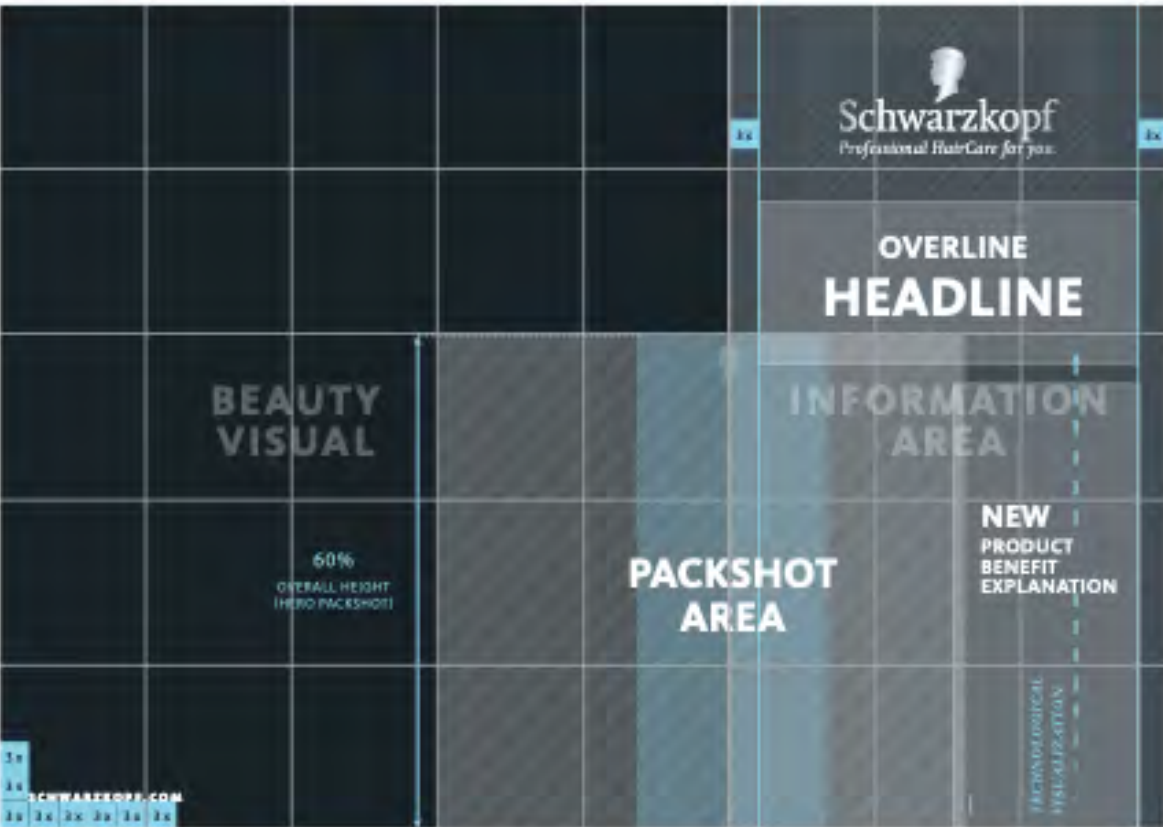
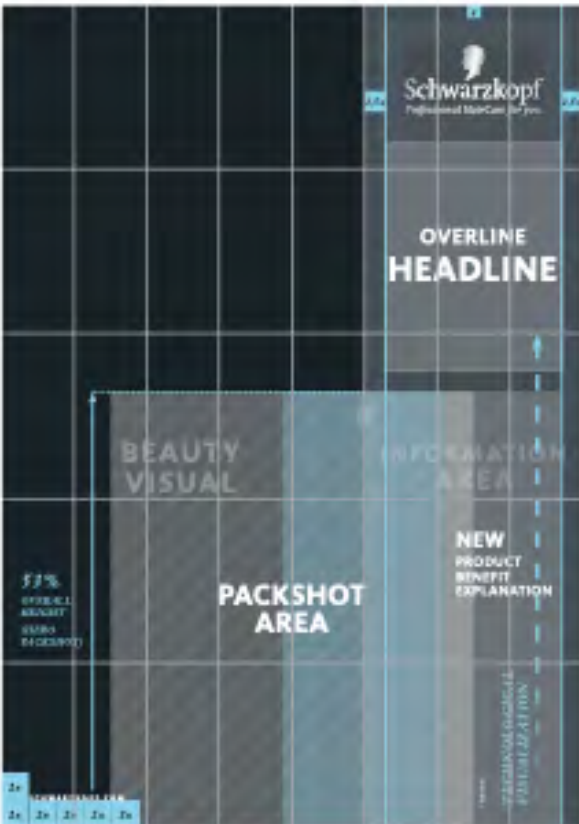
CORPORATE &
DESIGN



Global Corporate Identity layout for **Schwarzkopf Professional**

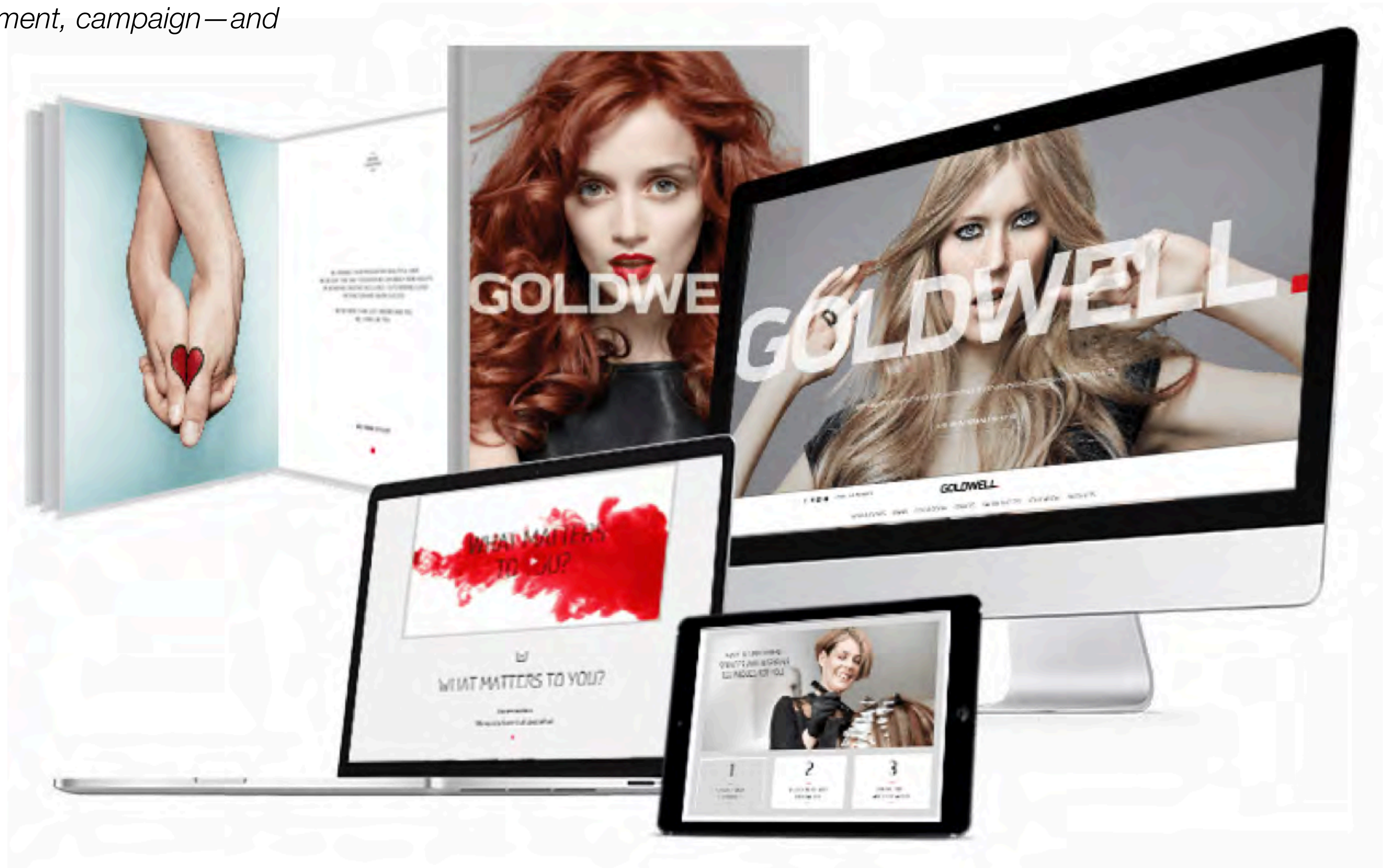
Henkel Beauty Care
Corporate Identity Layout & Shooting





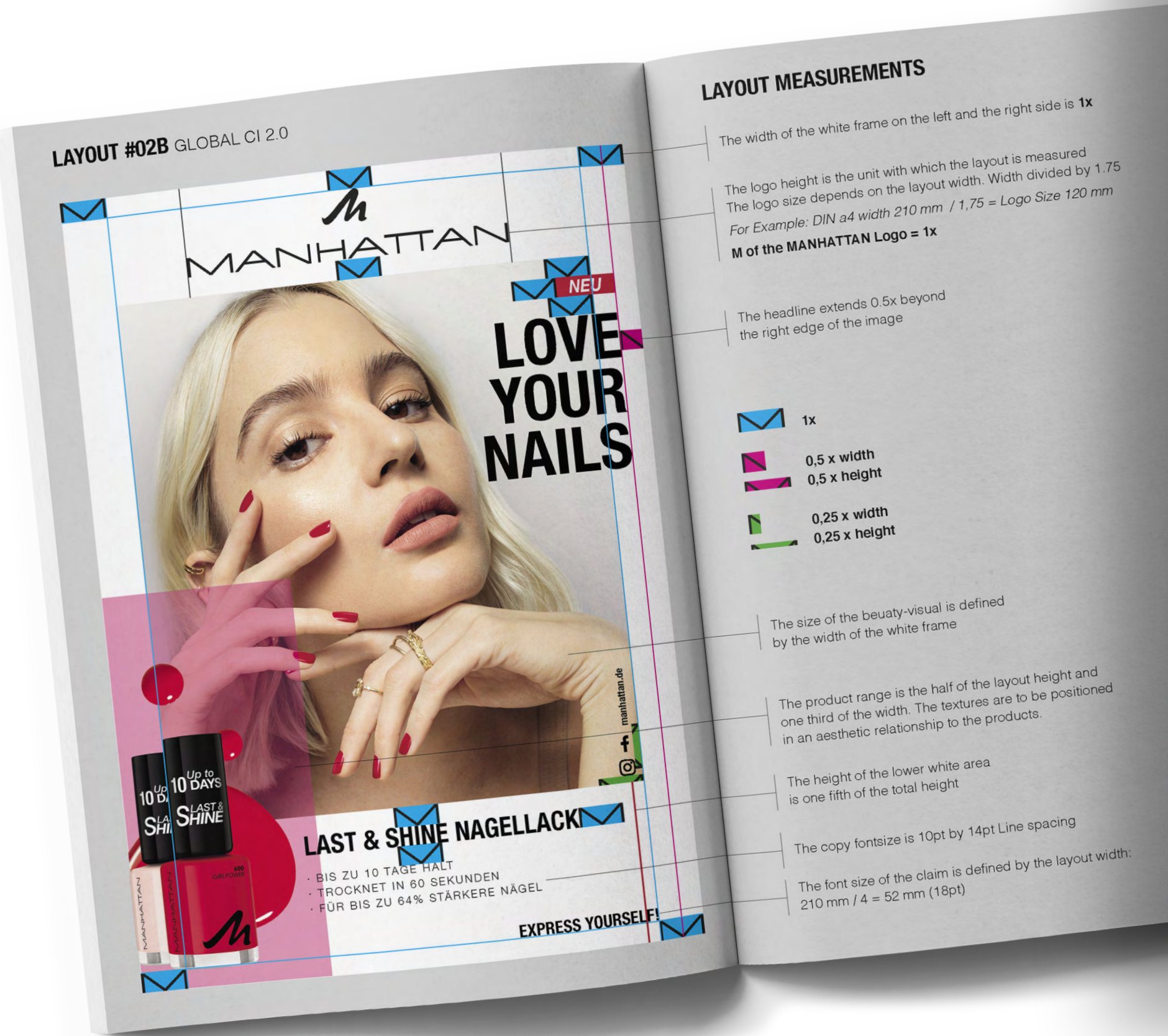
Agency: Isobar | **Client:** KAO, Goldwell & KMS

Global Creative Lead / Creative Direction of the
Kao accounts **Goldwell** and **KMS** and its creative unit.
(Cross-media brand management, campaign—and
content development)

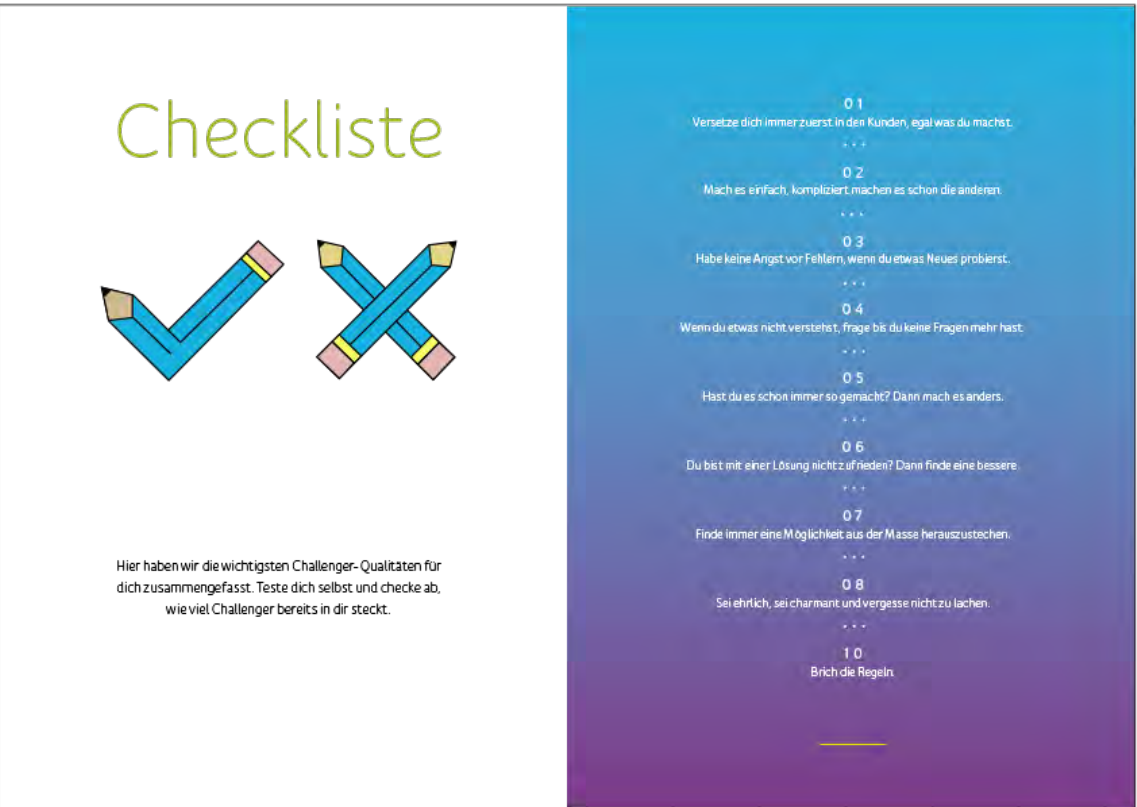
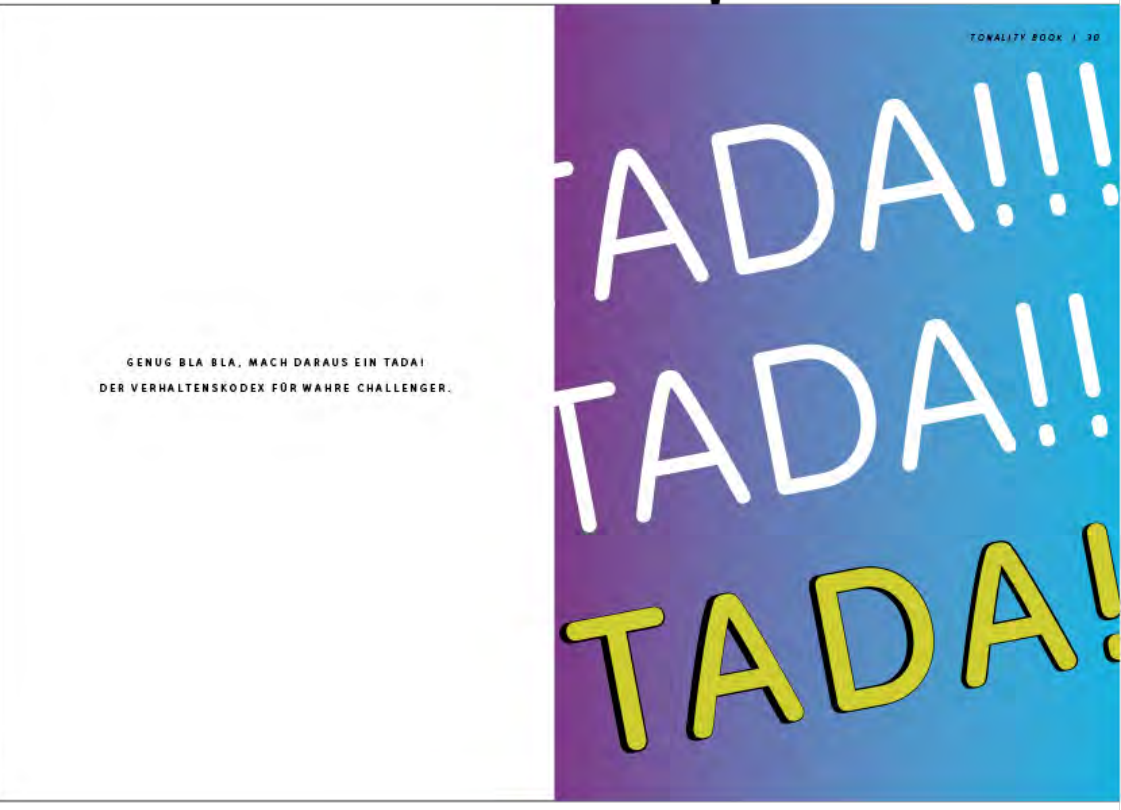
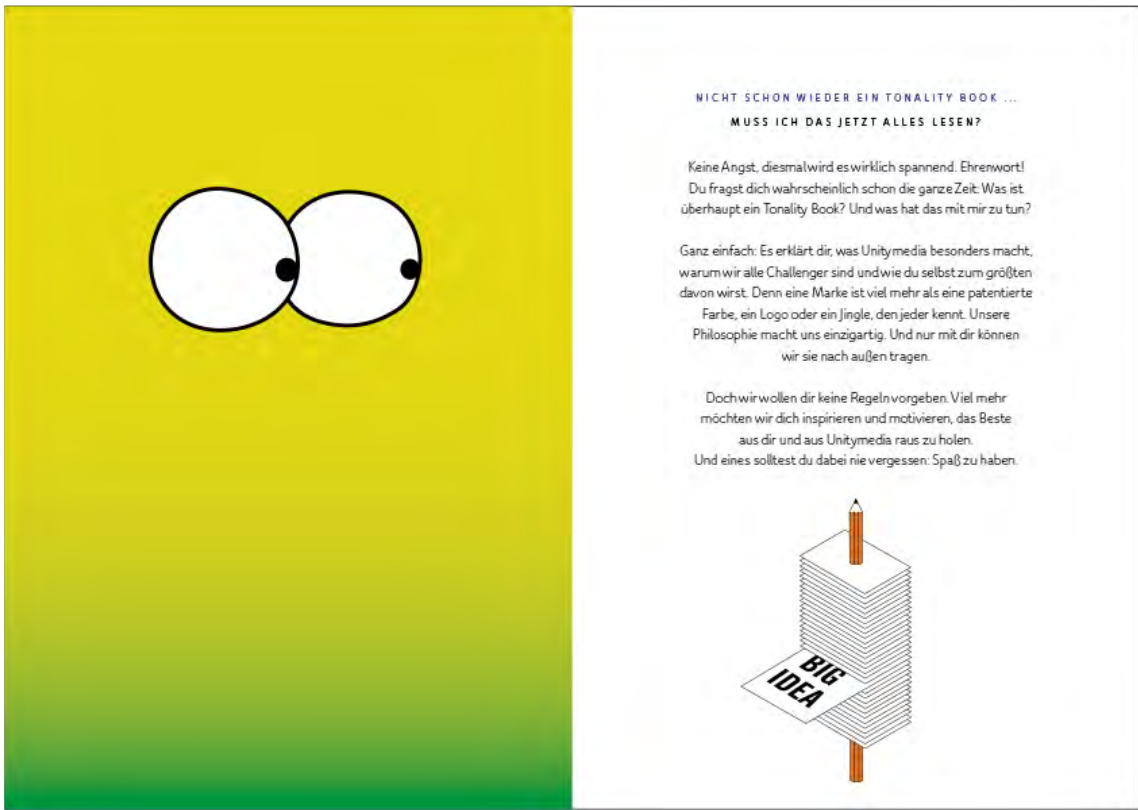
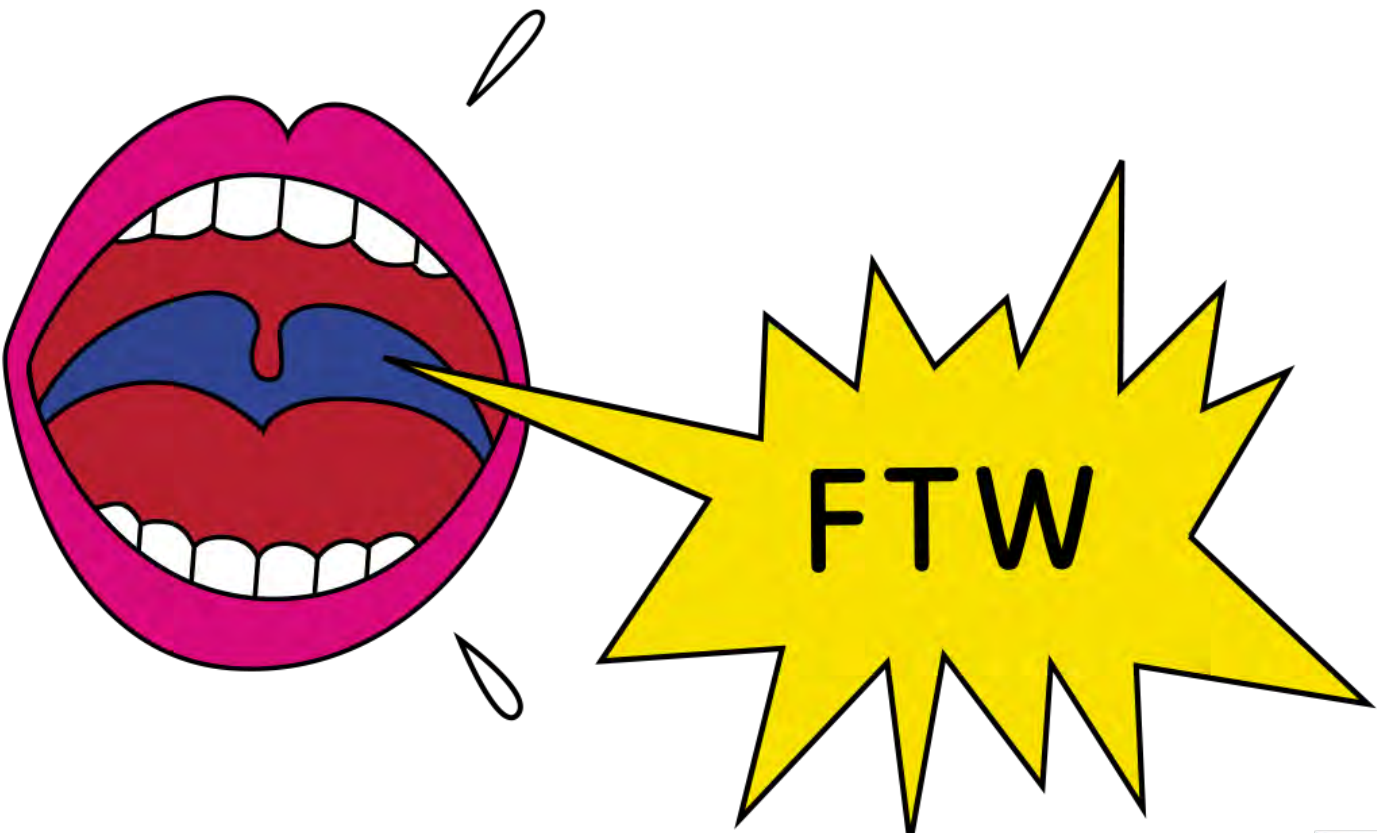


Client: Coty, Manhattan

Global Corporate Design master layout
for **Coty's** cosmetic brand **Manhattan**



Corporate Tonicity ,Playbook‘ for **Unity Media** employees



Agency: Venice
Client: Sharp

Corporate
Behavior
Manual
for Sharp



Agency: Zum goldenen Hirschen | Client: Obi

Creative Direction for the launch of Obi's magazine ,Alles Machbar' and Creative Lead of its creative unit. Transforming Obi's product catalog into a lifestyle magazine with engaging showcases and editorial content—bringing garden, lifestyle, and interior products to life.



PACKAGING &
ILLUSTRATION

Diploma

For my diploma project, I created the fictional water brand **Ilulissat**, inspired by a documentary on melting glaciers and the untapped potential of calved glacier ice as drinking water.

Unlike competitors that rely on glacial springs exposed to environmental influences, Ilulissat emphasizes purity—its ice has remained untouched for thousands of years, making it exceptionally clean.



Agency: Venice | **Client:** ITEM m6

*Concept, layout, and art direction for the
ITEM m6 shapewear packaging shoot—
designed to be unseen on the skin and
under clothing*



Agency: XEO Energy for Brands | Client: 3M

Packaging design, image concept, and campaign claim
for **3M** Vikuiti screen protectors — showcasing the product’s use and environment



Agency: Ogilvy Action | **Client:** British American Tobacco

Illustration and packaging design of the **Pall Mall** limited ,Country Edition‘





Illustration and layout of the **InStyle Box** ads

Agency: Venice | **Client:** Burda, ELLE

Illustration for **ELLE's**
,We are fashion' event invitation

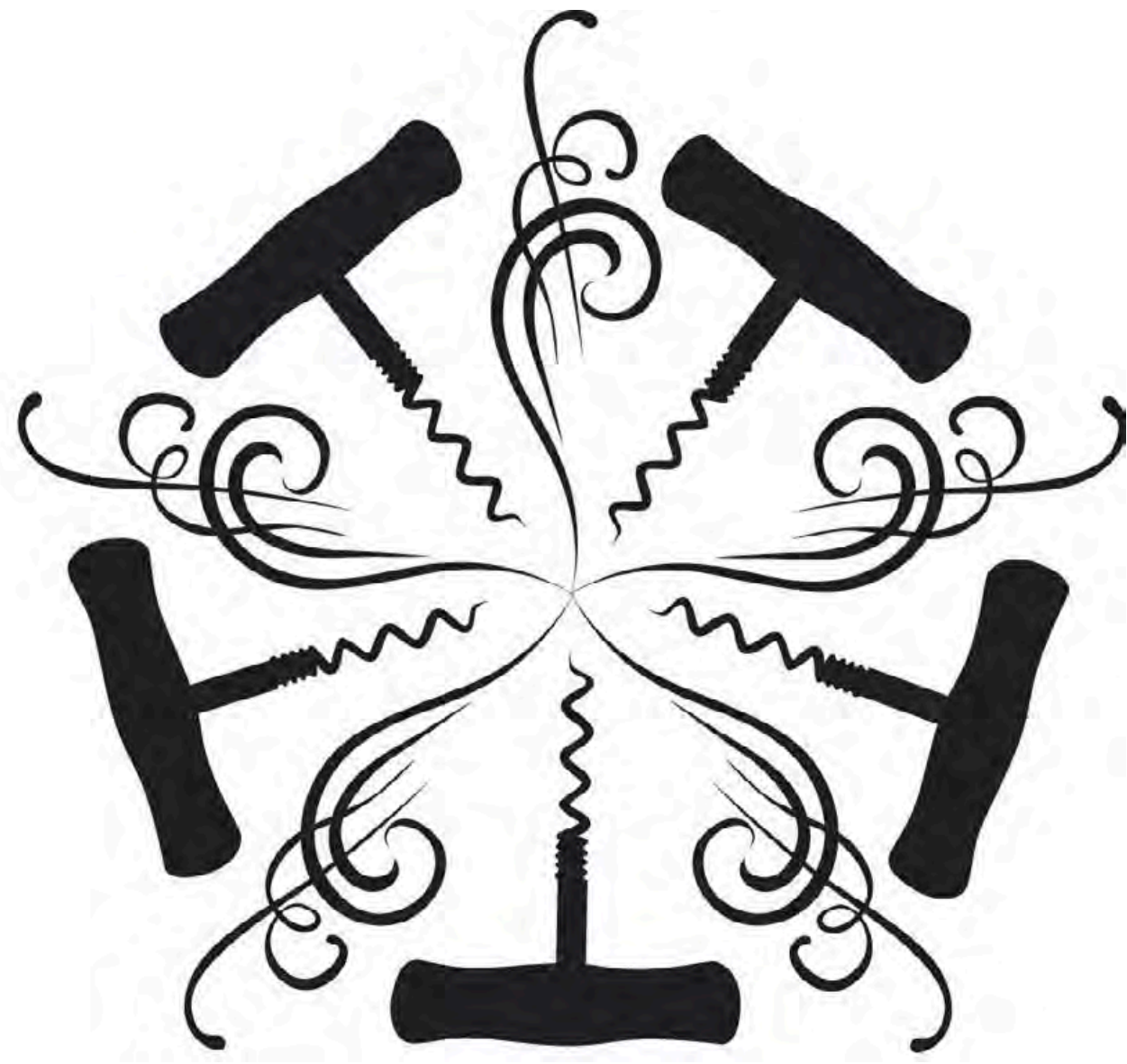
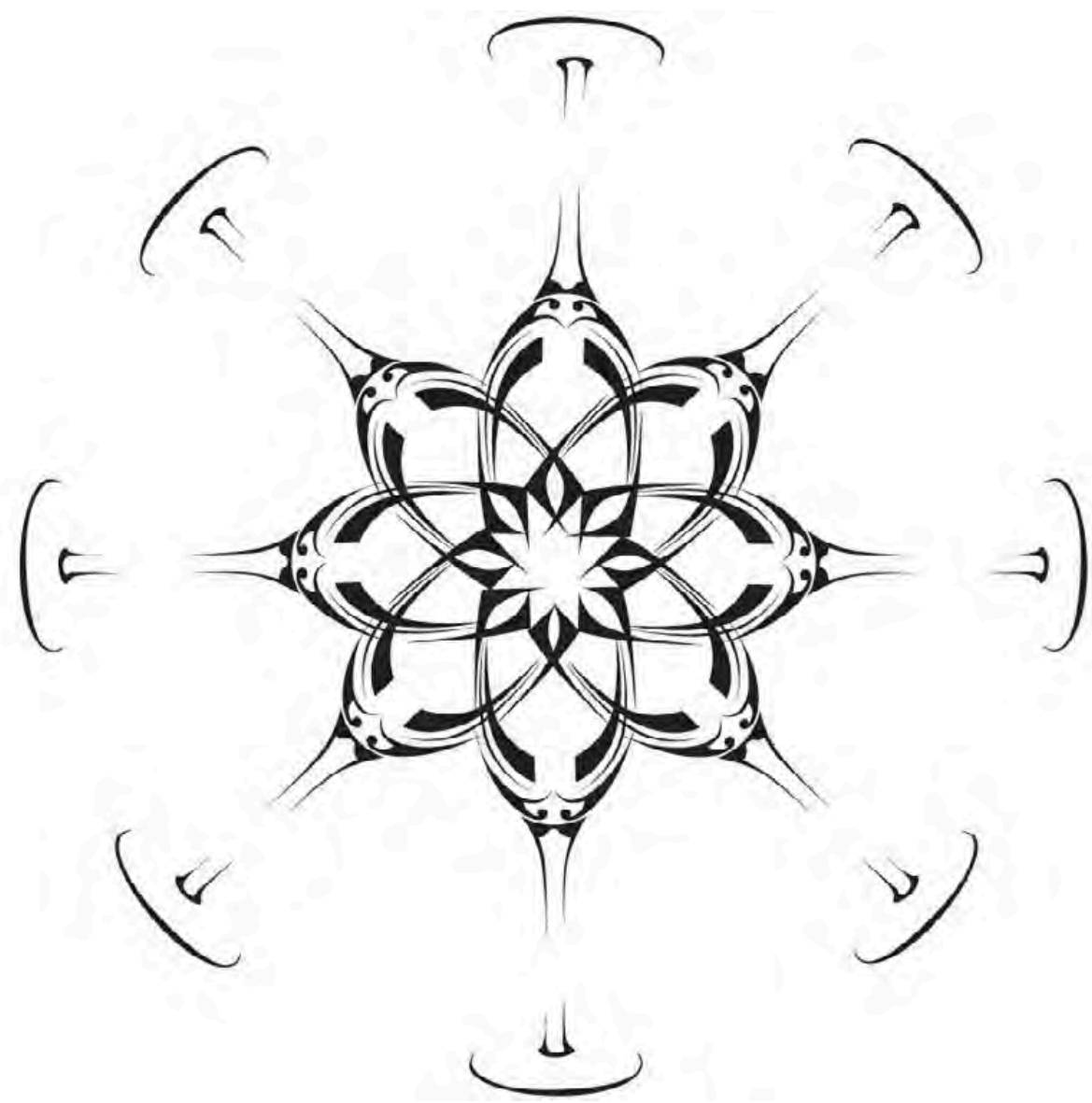
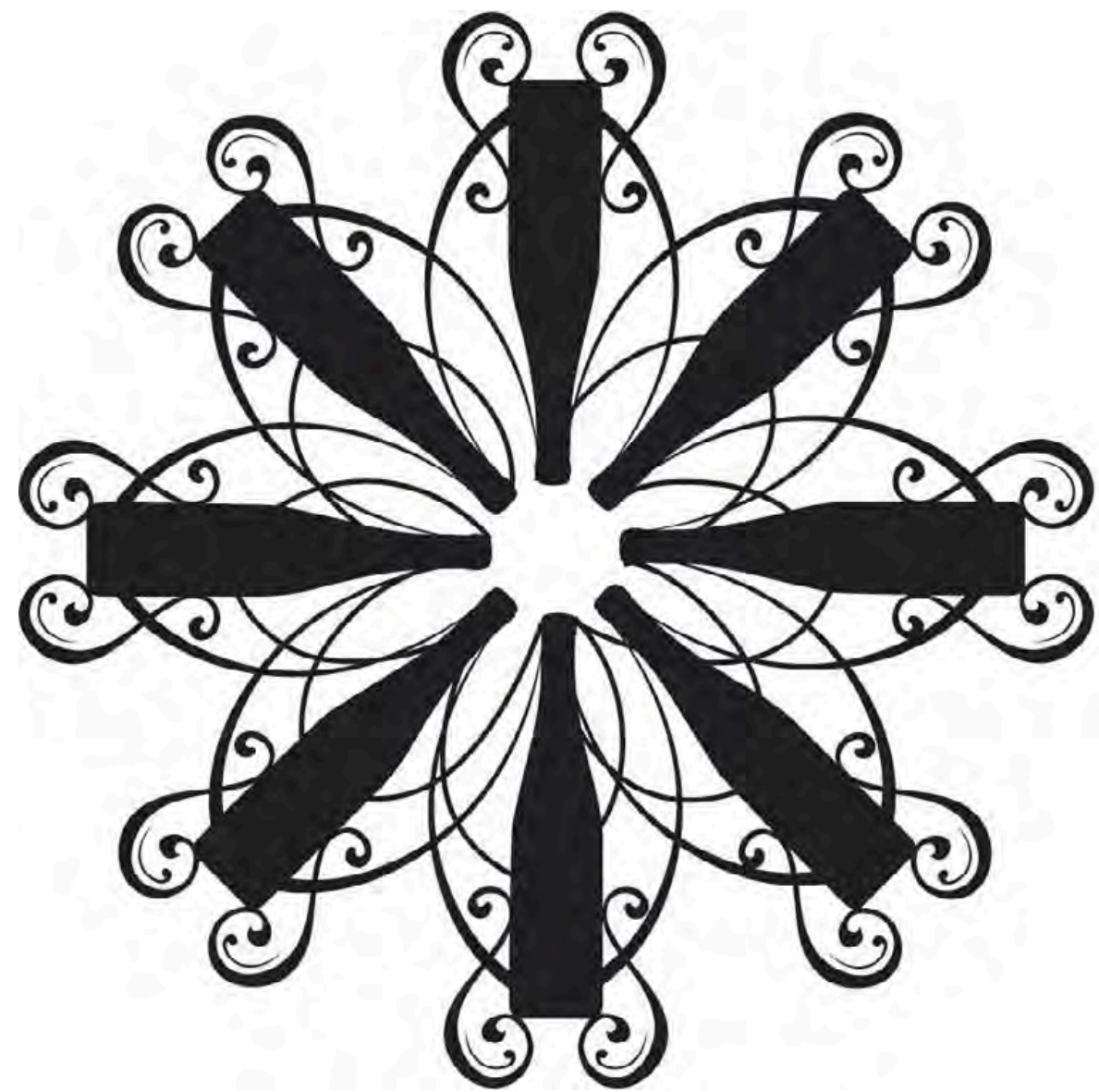


Client: Bottled

The Bottled Cocktails

Logo Design





When design meets passion:
creating signets and coupon
for **Jacques' Weindepot**



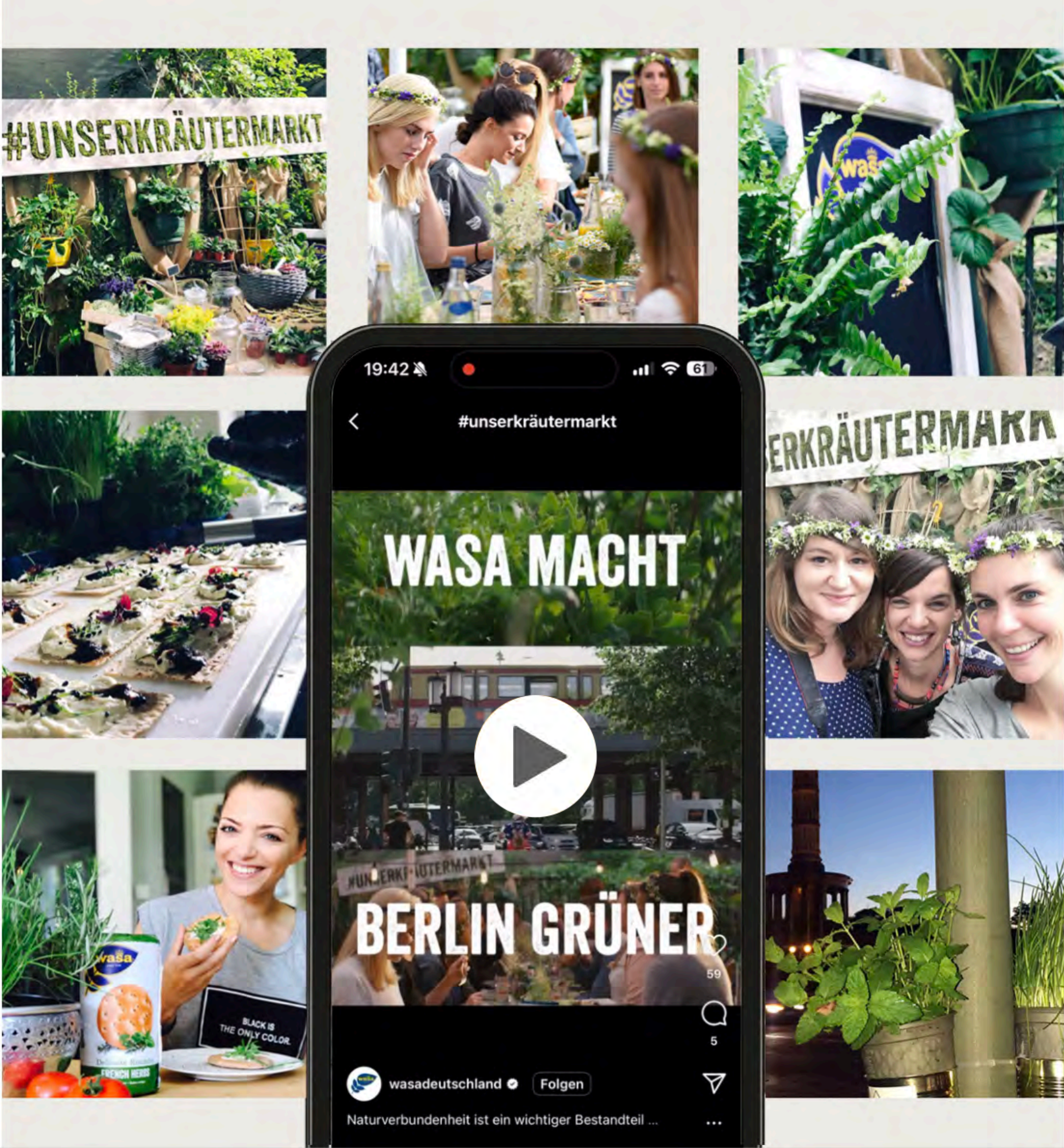
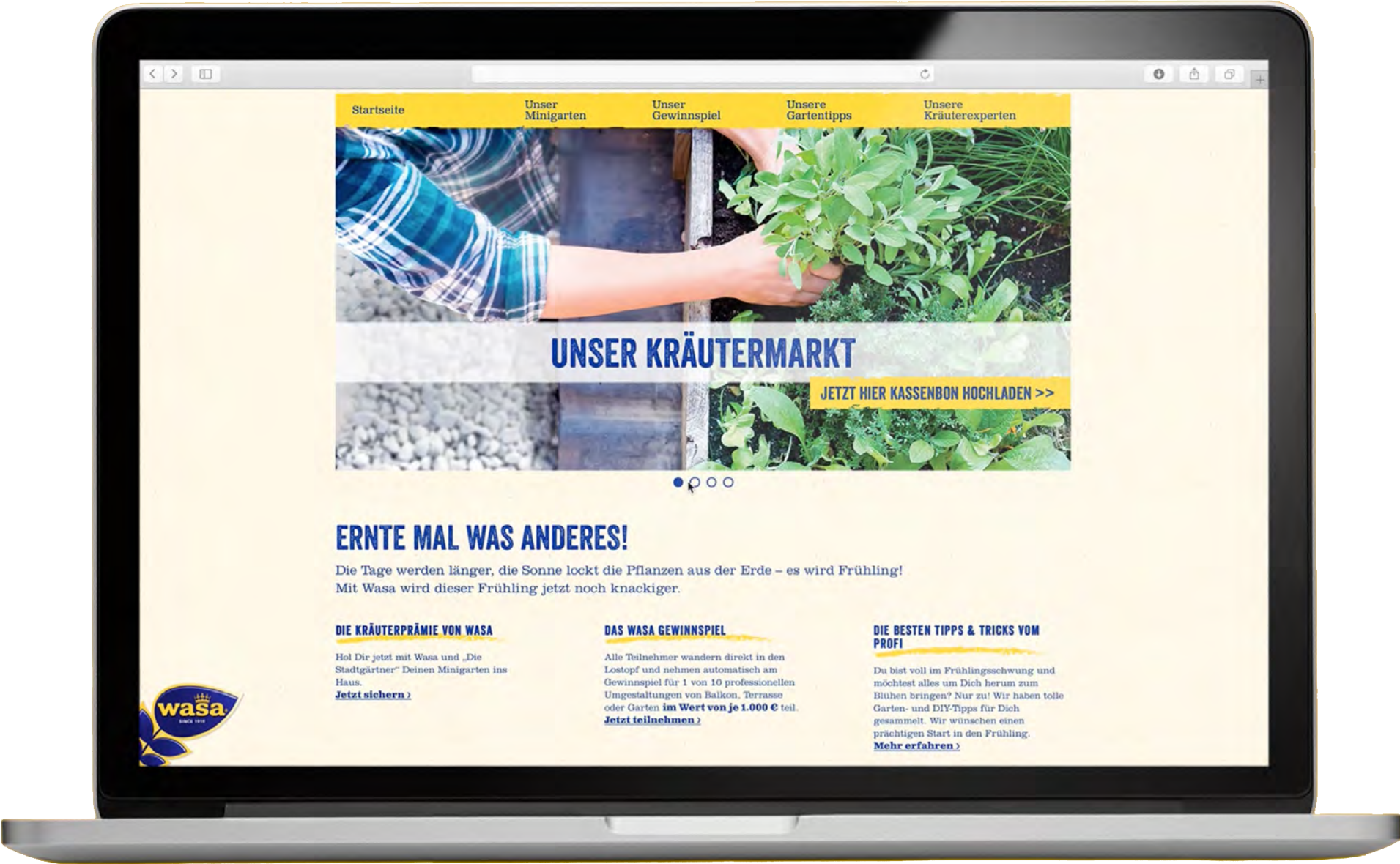
DIGITAL &
SOCIAL MEDIA

Agency: Scholz & Friends | **Client:** Barilla, Wasa

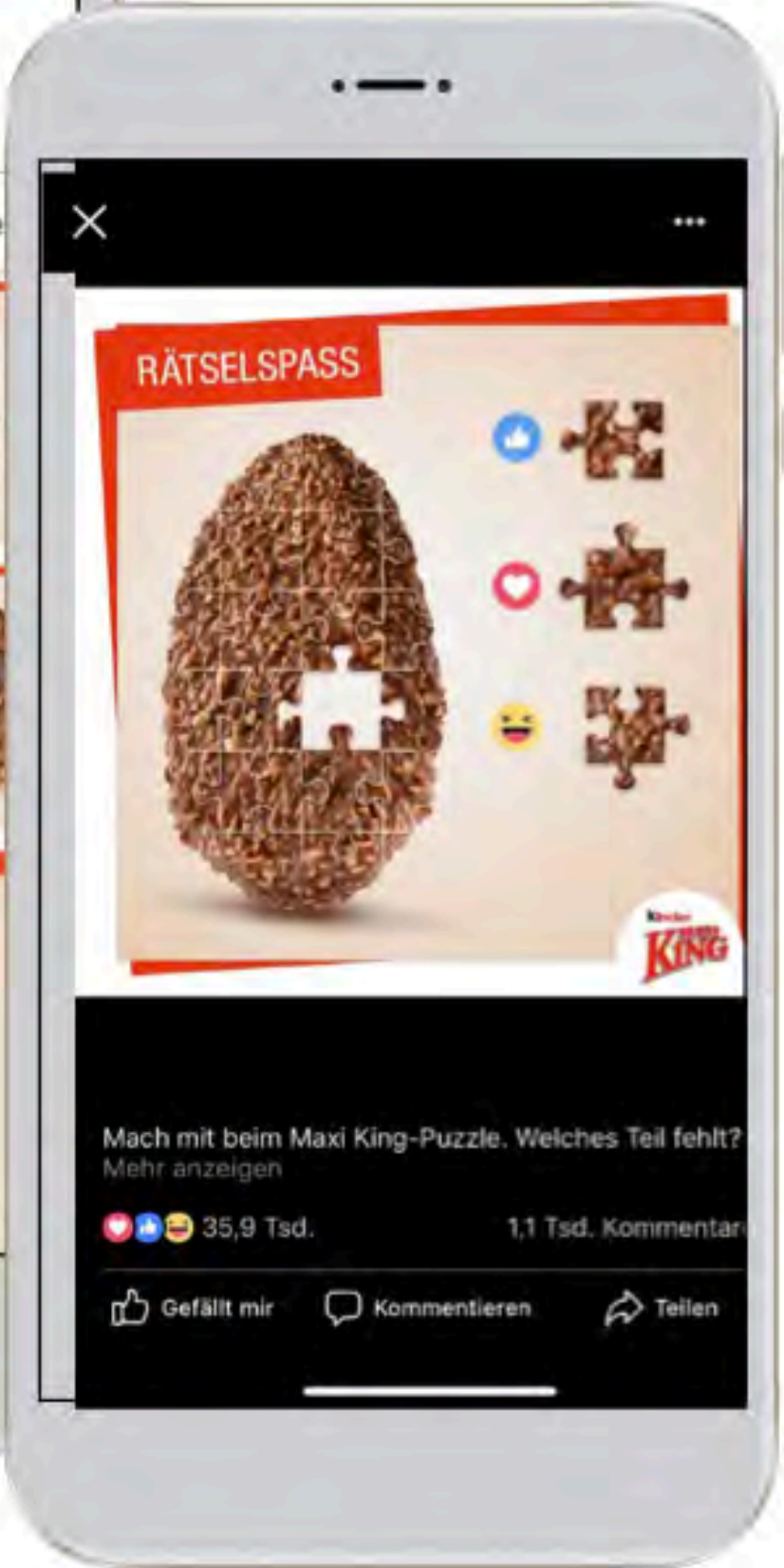
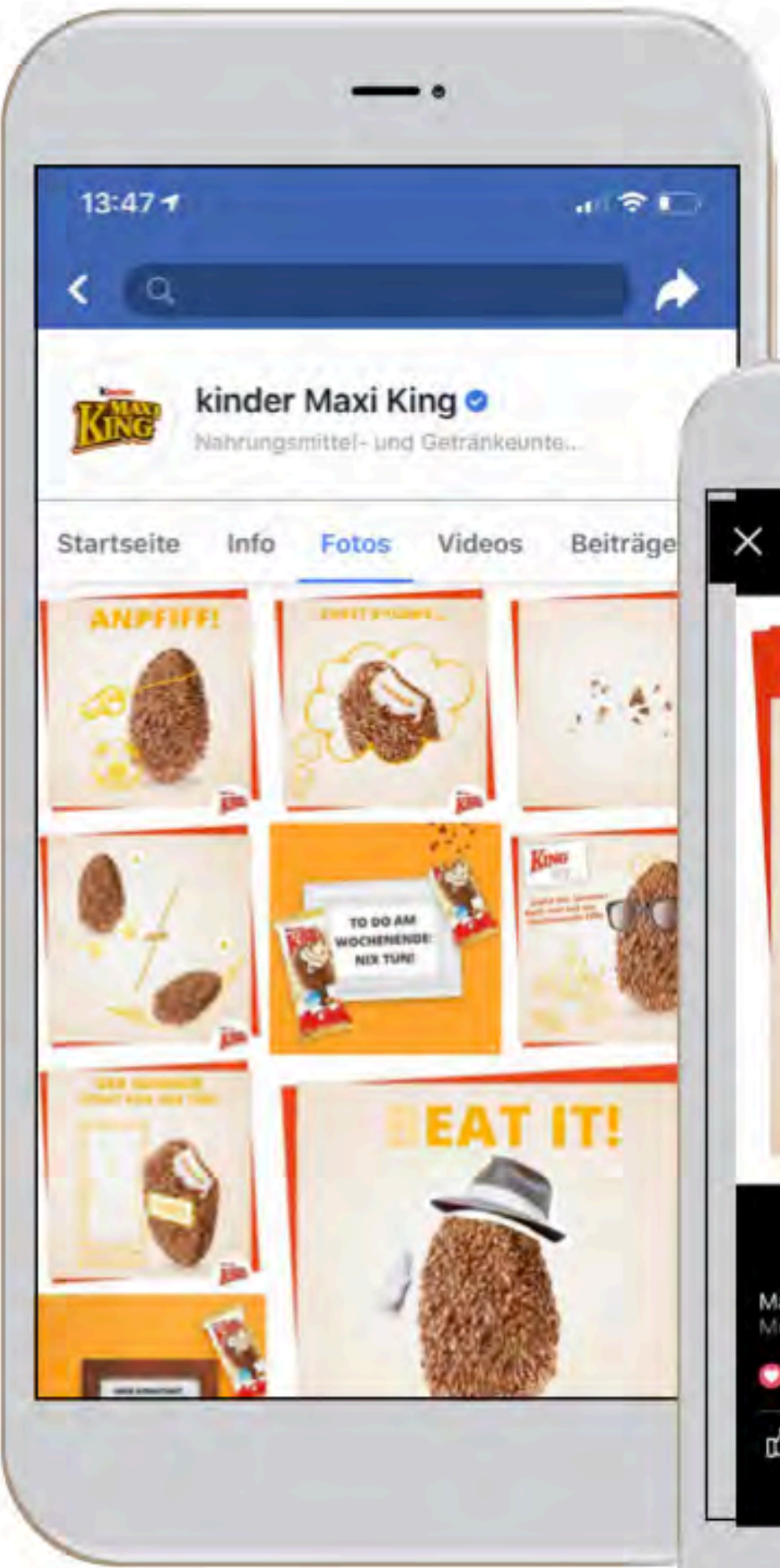
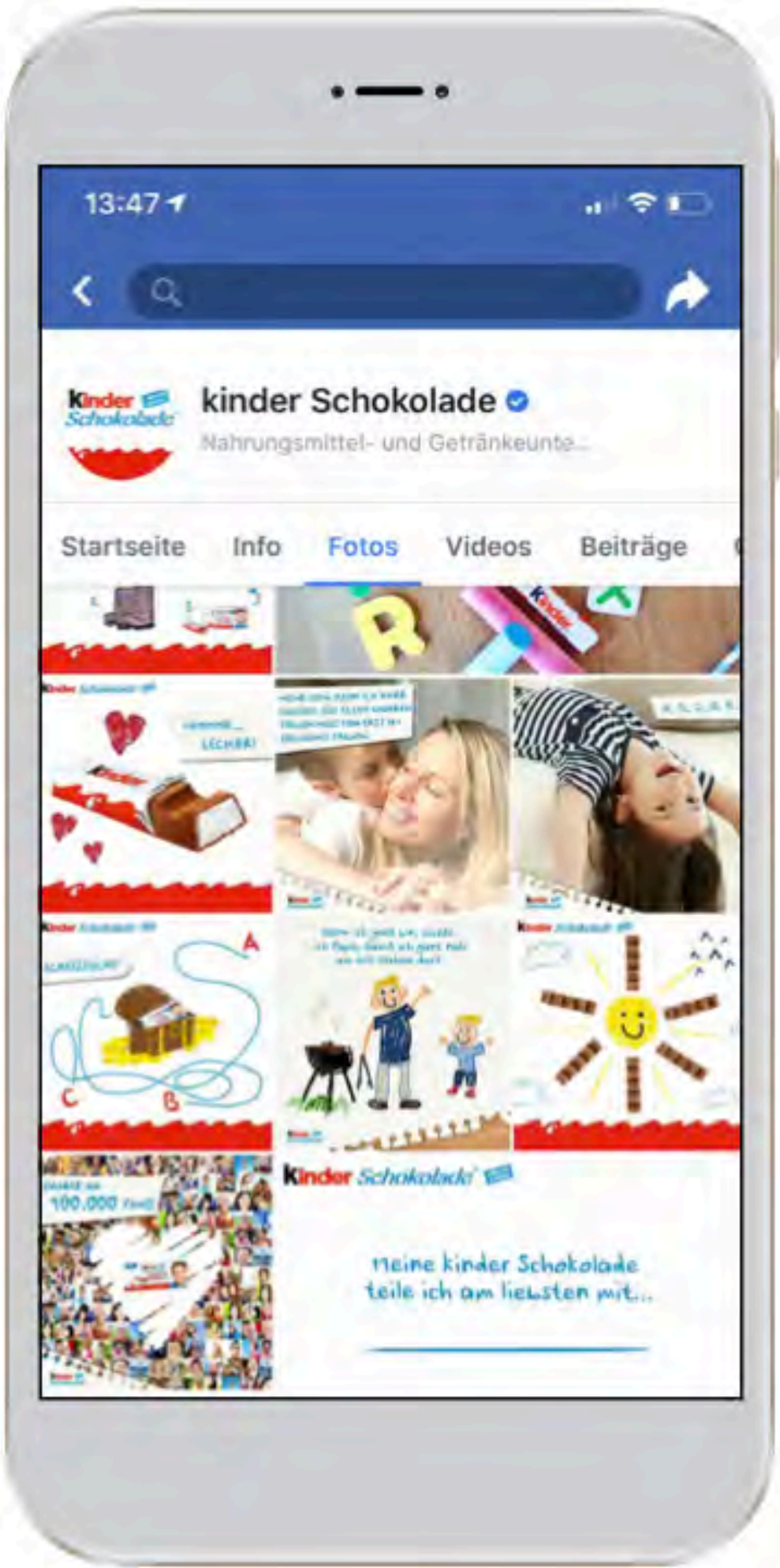
„Wasa makes Berlin greener“

A social media campaign concept that presents the Swedish lifestyle and the brand’s values while spreading the green message through posts, activations and influencer events

Because we believe that **#greenisthenewblack**



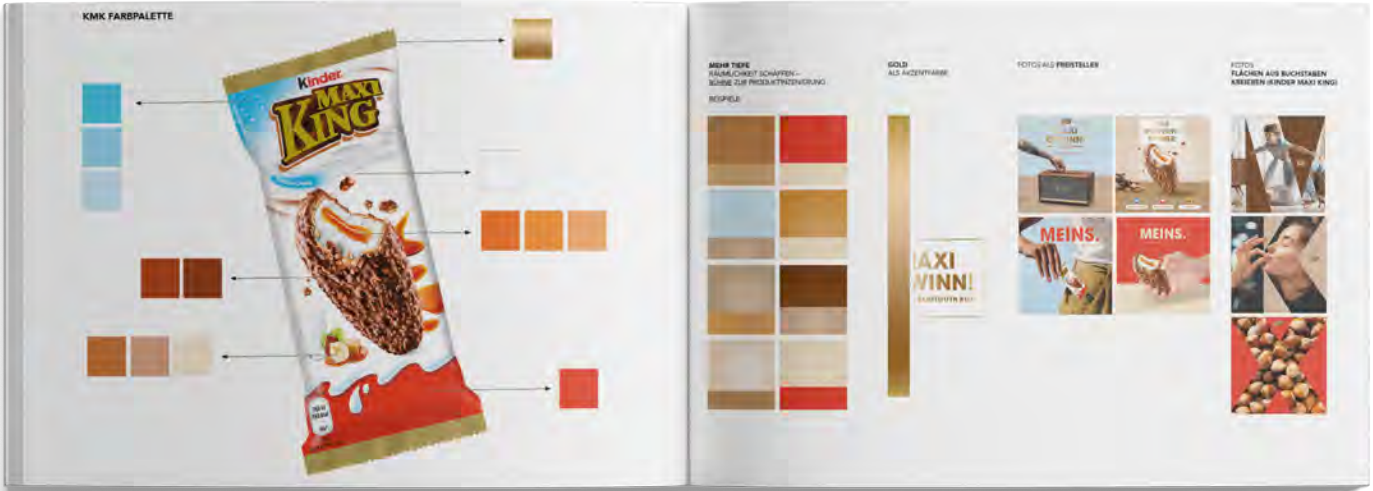
Creative Lead / Creative Direction for the social media **Ferrero** brands:
Kinder, **Kinder Schokolade** and **Kinder Maxi King**



35,9 Tsd.

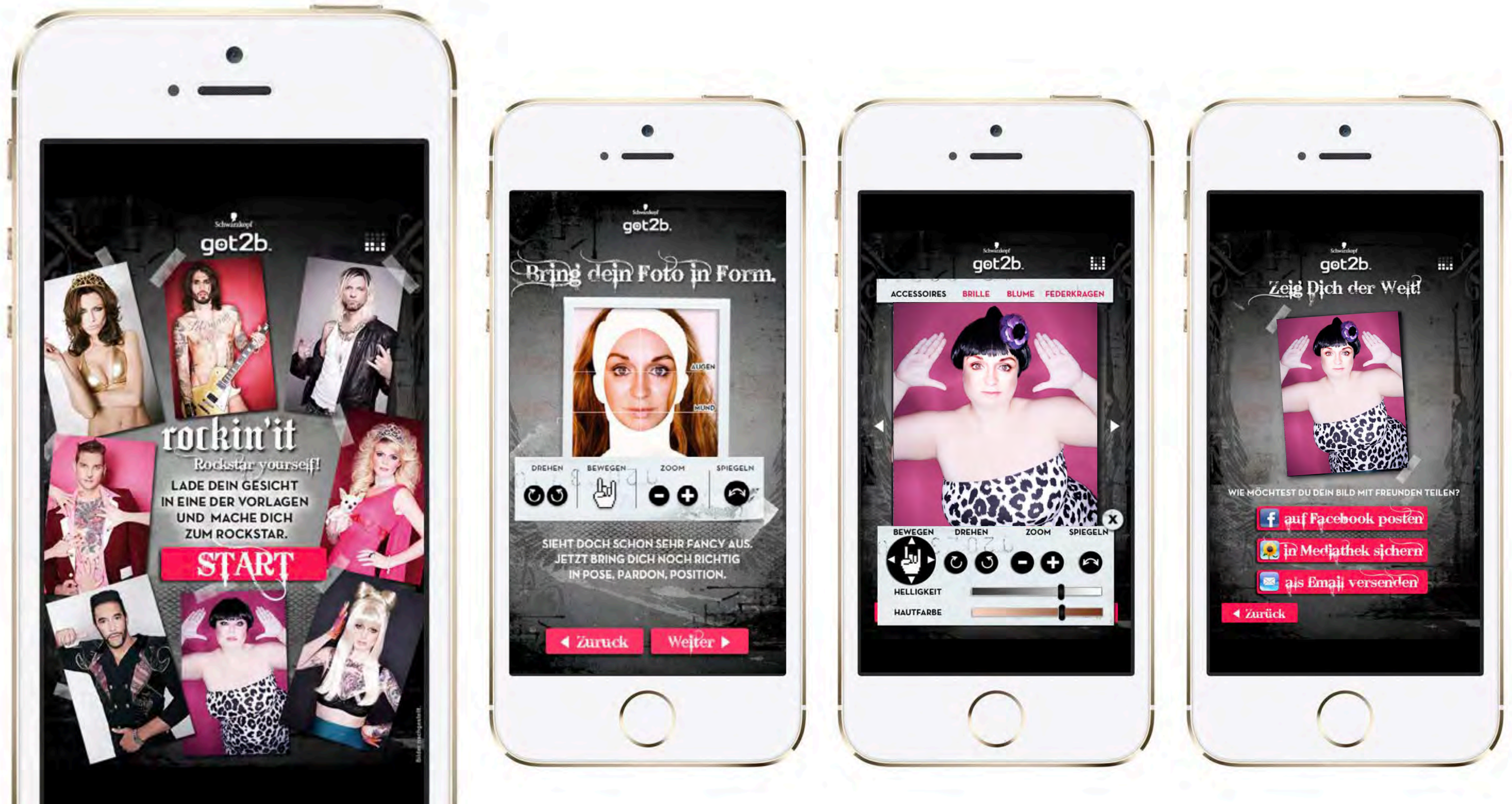
Agency: Isobar | Client: Ferrero

Social media design and manual for the **Ferrero** brands **Kinder Maxi King** and **Kinder Schokolade**



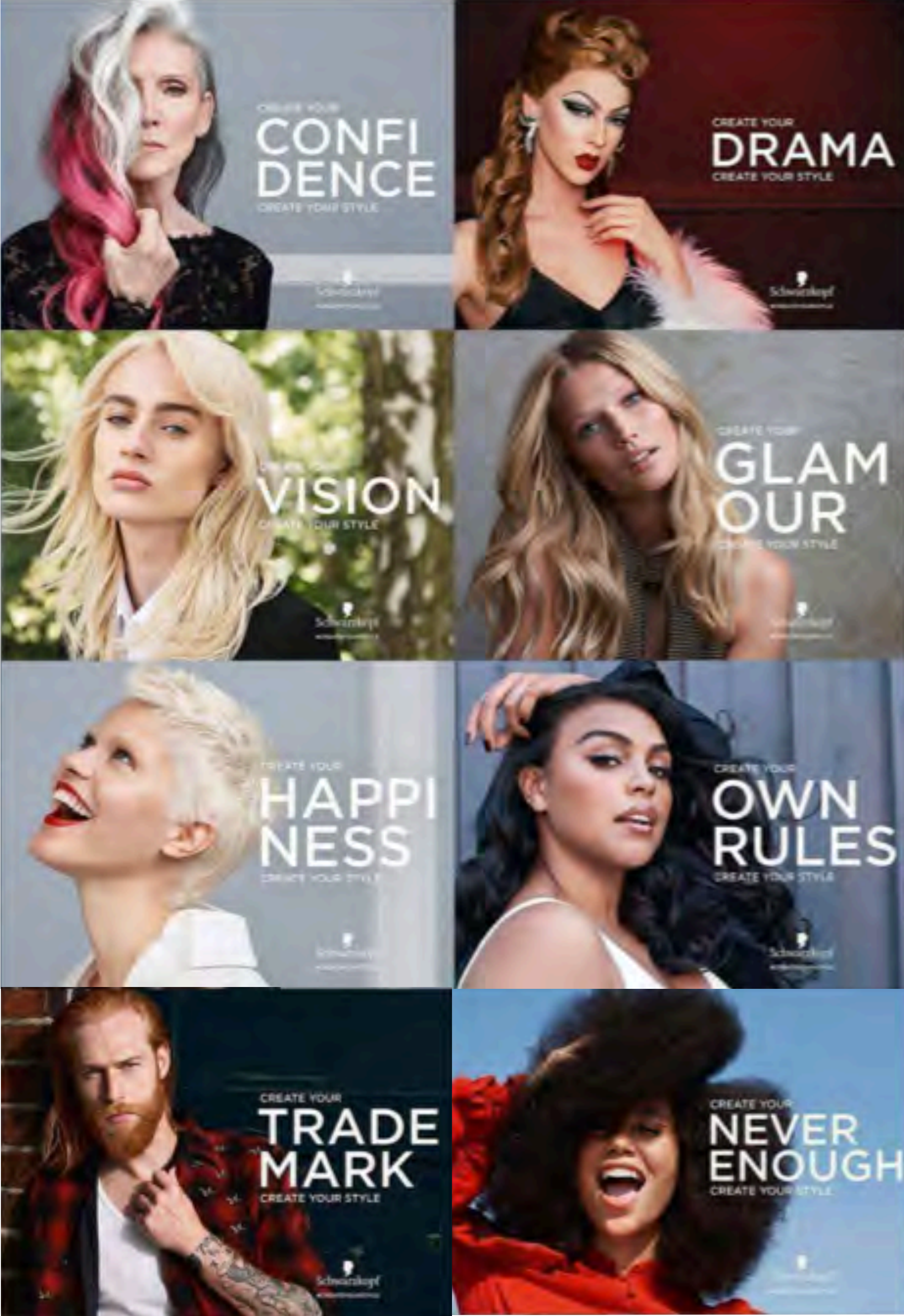
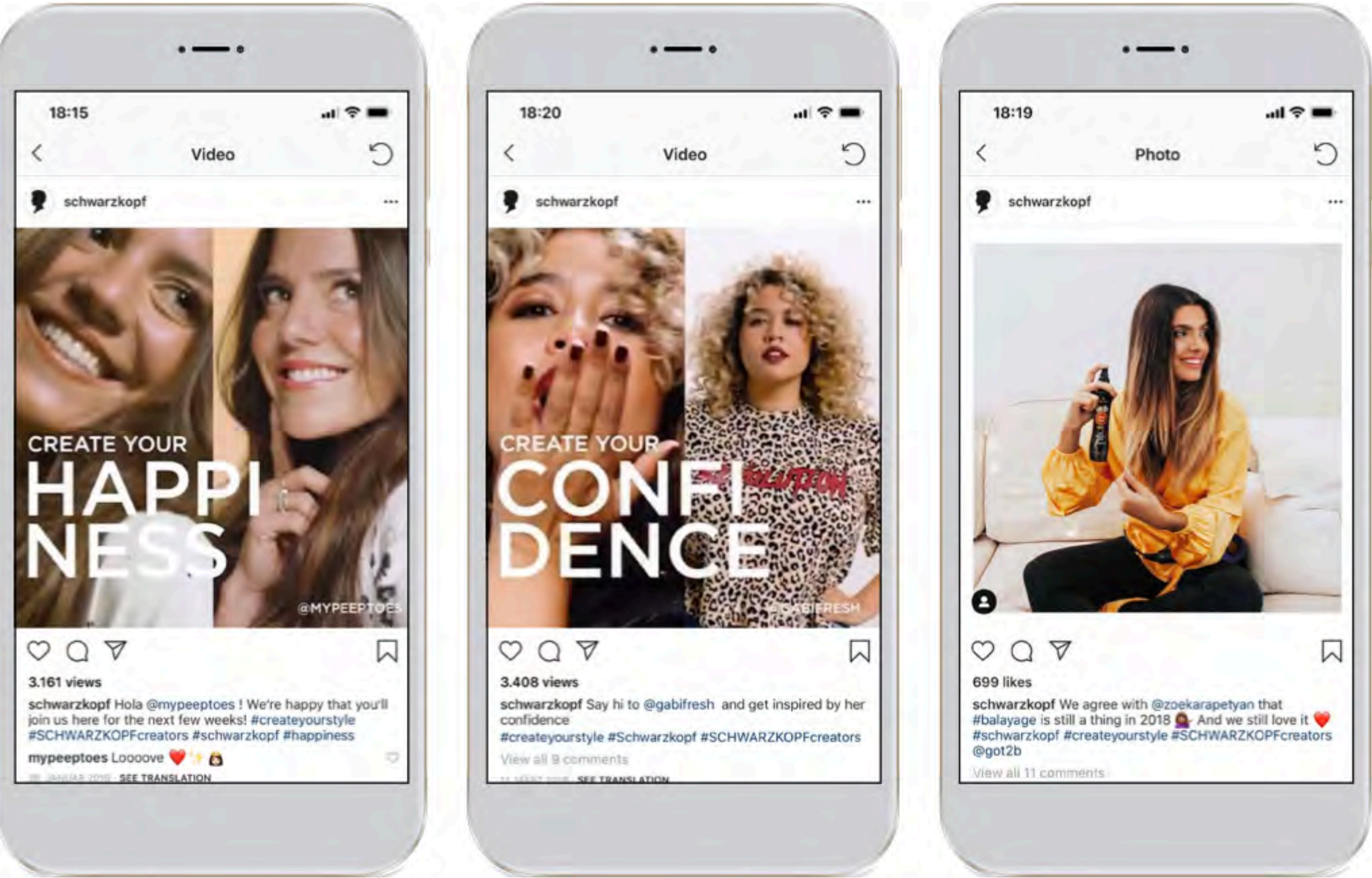
Agency: Aufbruch | **Client:** Henkel, Schwarzkopf

Concept, layout & art direction, including the shoot, for the **Schwarzkopf** got2b app ‚Rockstar Yourself’ — transforming users into rockstars



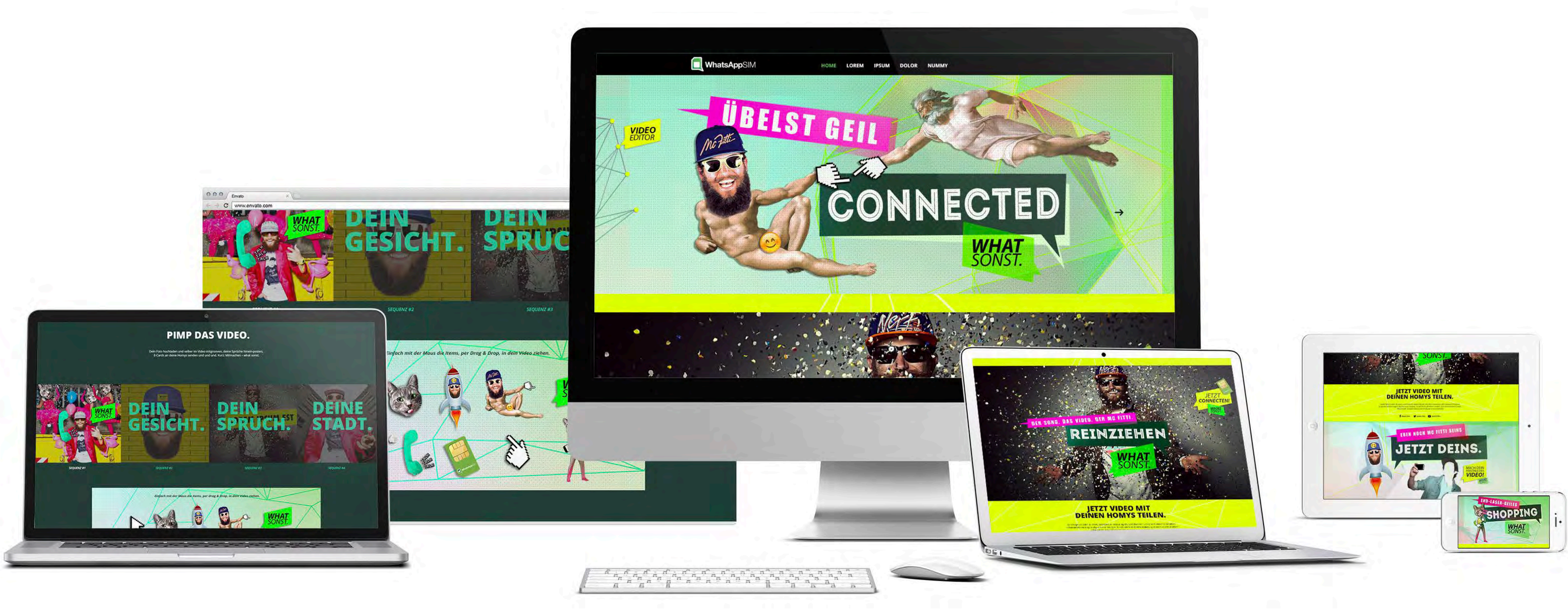
Agency: Scholz & Friends | **Client:** Henkel, Schwarzkopf

Translation of the **Schwarzkopf** ad campaign for social media and integrating of the ‘Schwarzkopf Creators’
#createyourstyle



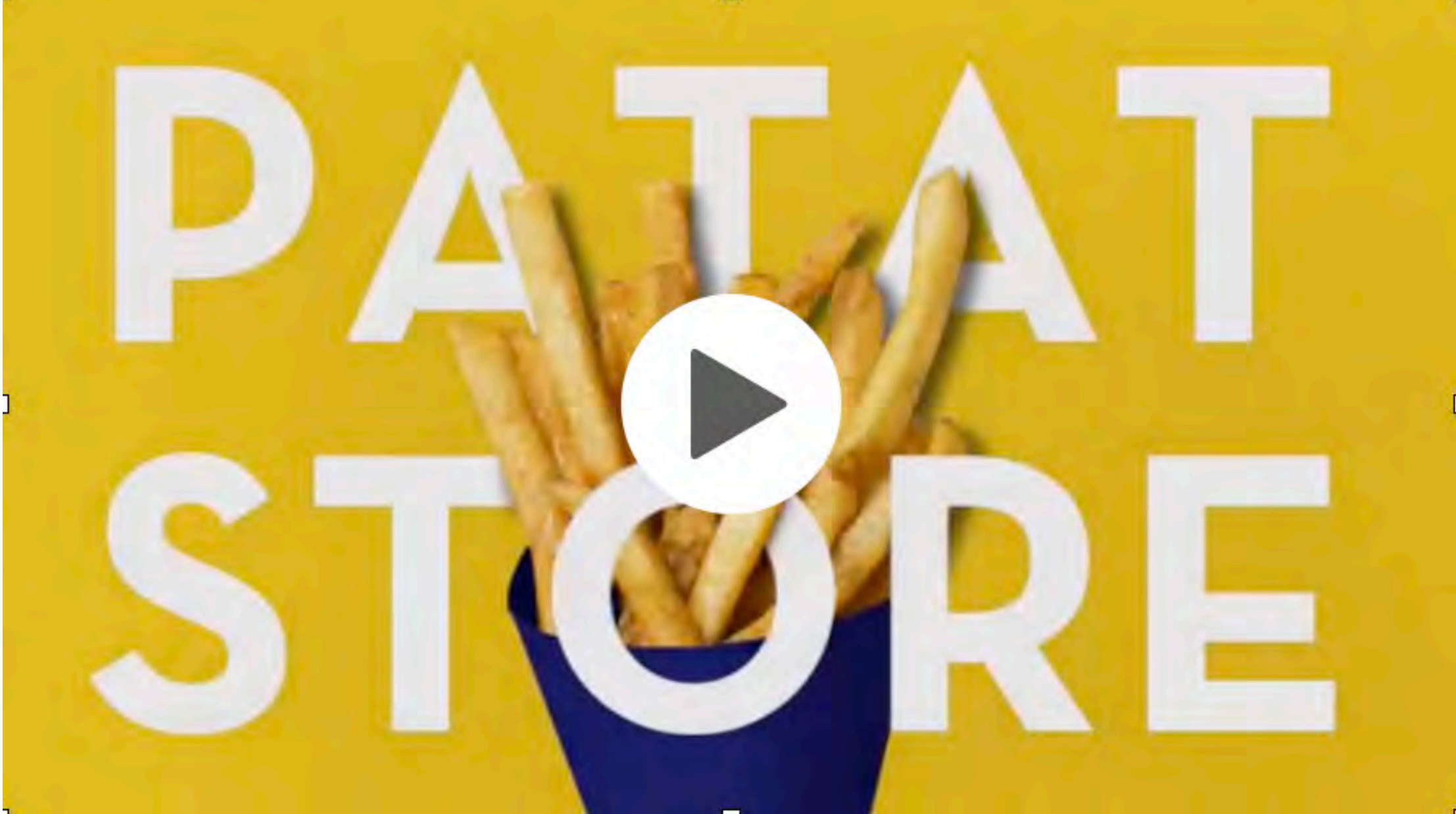
Agency: Scholz & Friends | **Client:** Telefónica Germany

Design of the digital assets for the **whatsappSIM** launch campaign



Client: Patat Store / Coca Cola

Design of all advertising and b2b materials for the fast food concept **Patat Store**— in cooperation with **Coca Cola**



CAMPAIGN &
ADVERTISING

Agency: Isobar | **Client:** RTL

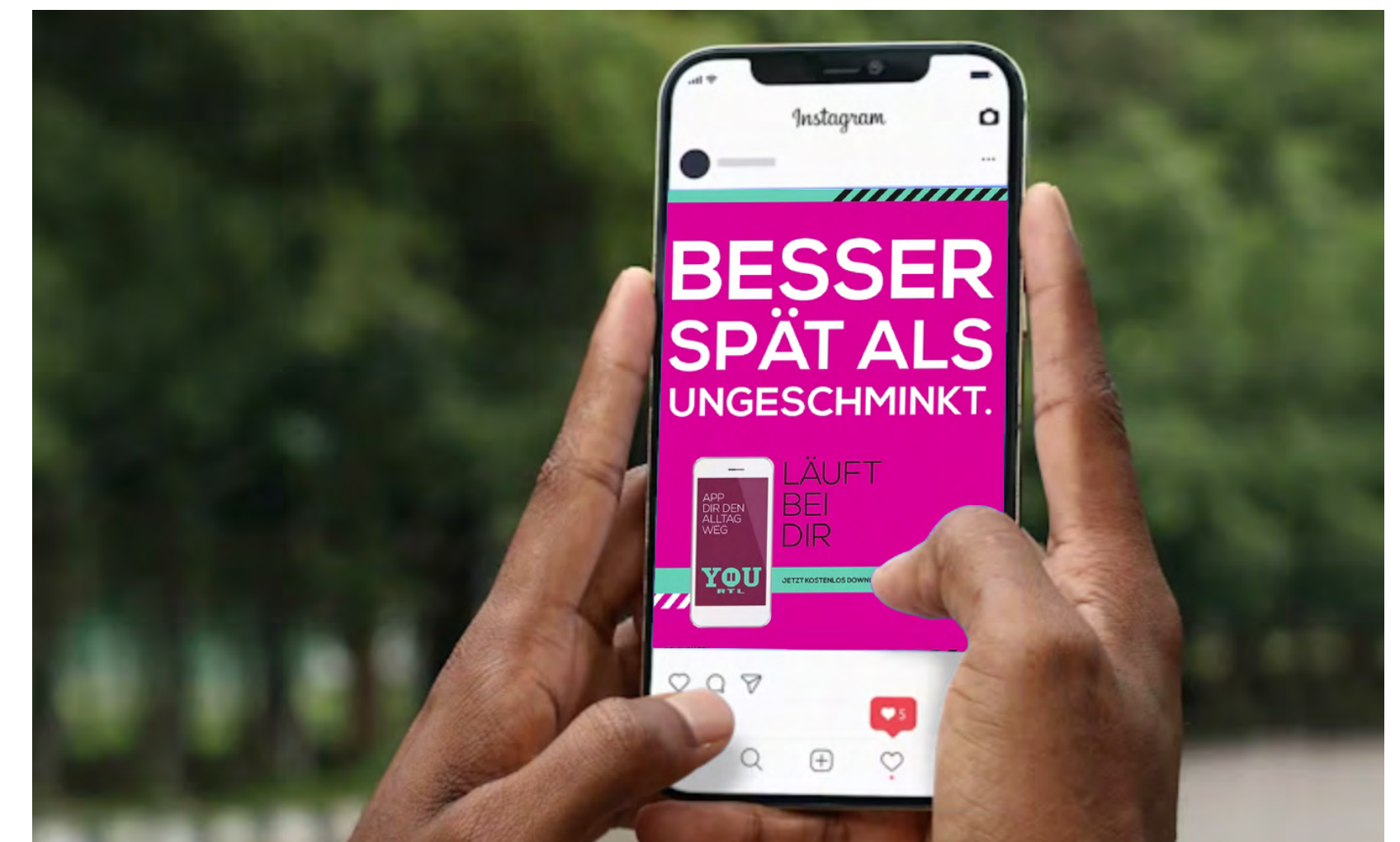
Concept and Creative Direction
for **RTL YOU**'s launch campaign,
the first digital streaming channel.

*Whenever life gets dull, this app is
here to entertain — anytime,
anywhere.*

*In other words: It swipes away
your daily routine.*

*We shake up everyday life, giving
users a chance to break free:
Crash your routine with fun
actions – 'App Dir den Alltag weg'
#LÄUFTBEIDIR*

Teamwork with Maja Jasper (Text)







Client: *Deutscher Fussball Bund*



*Conception and layout of the **DFB** ticket promotion campaign for international matches and cup finals*

Client: Deutscher Fussball Bund



Concept & layout of the **DFB** campaign „Like a Girl“ — Showcasing the women’s national soccer team and counteracting gender stereotypes in football **#girlscan**



Client: Deutscher Fussball Bund

Concept & layout of
the **DFB** campaign
,Like a Girl'—Showcasing
the women's national
soccer team and
counteracting gender
stereotypes in football
#girlscan

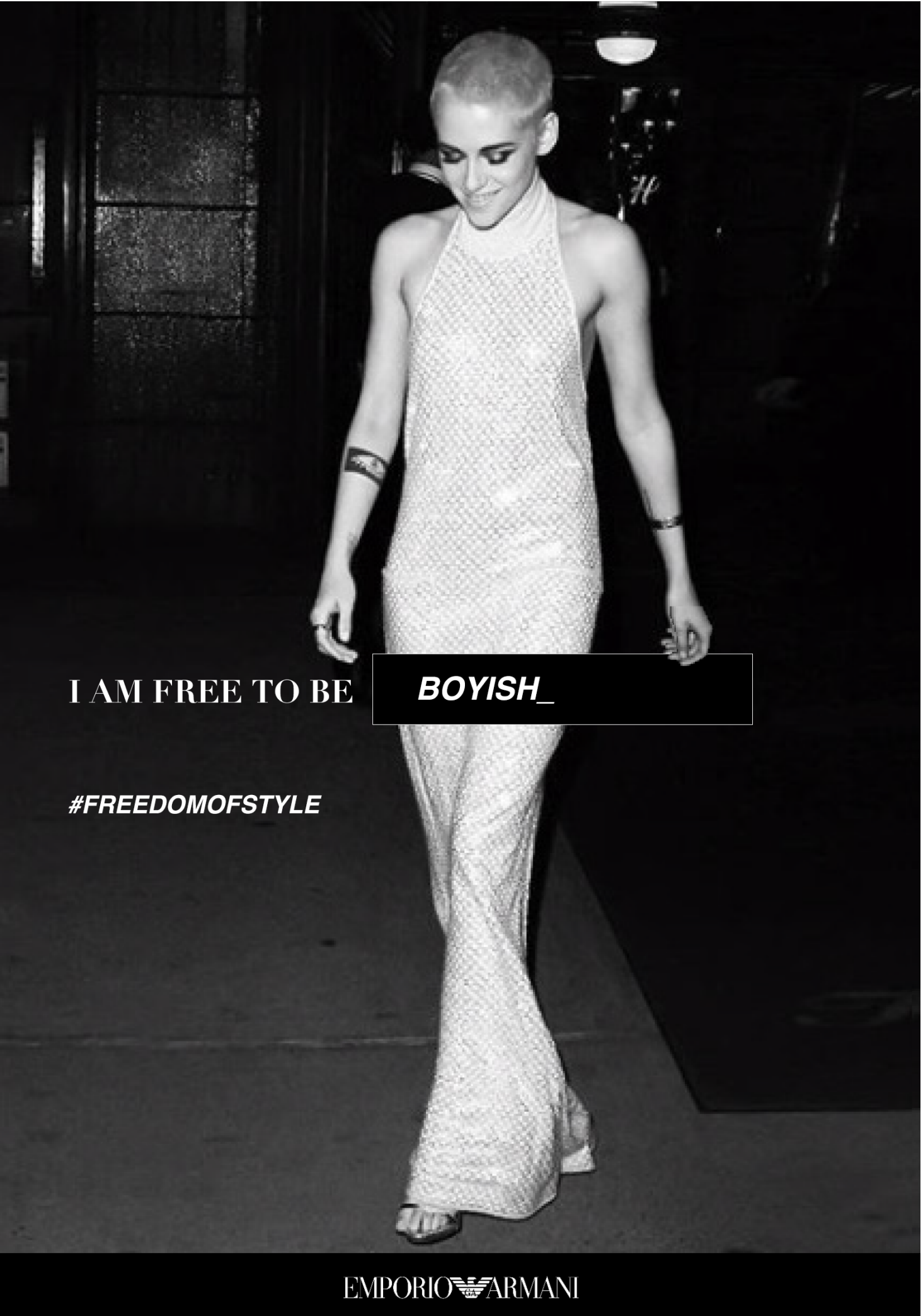


Agency: TBWA | **Client:** Armani

,I am free to be _____‘
Concept and layout of a campaign mechanism that seamlessly works across
*all three **Armani** brands, aligning with their identity while maintaining individuality*



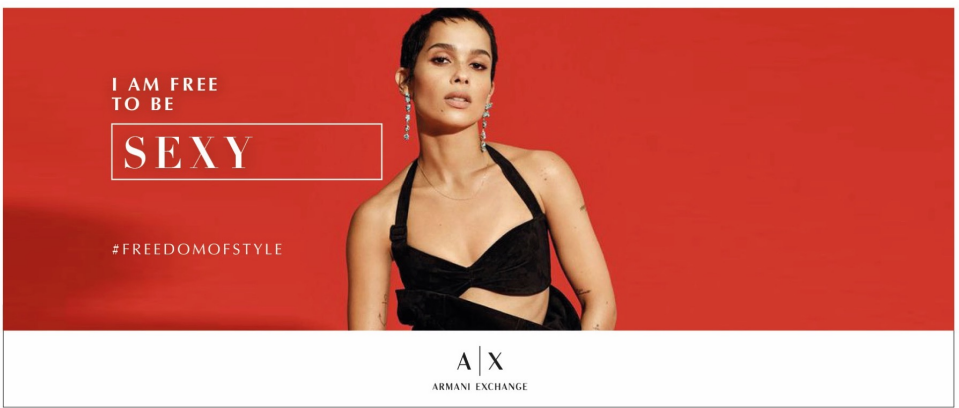
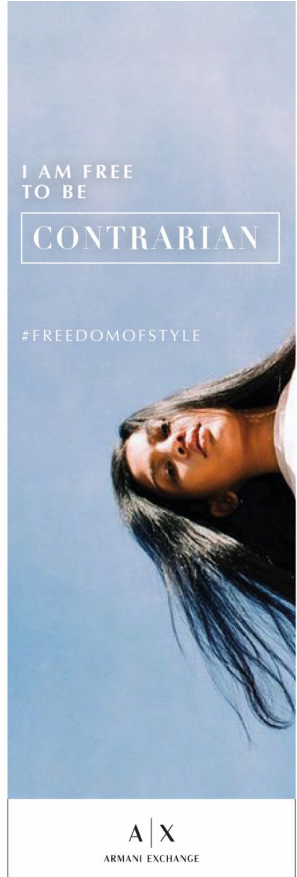
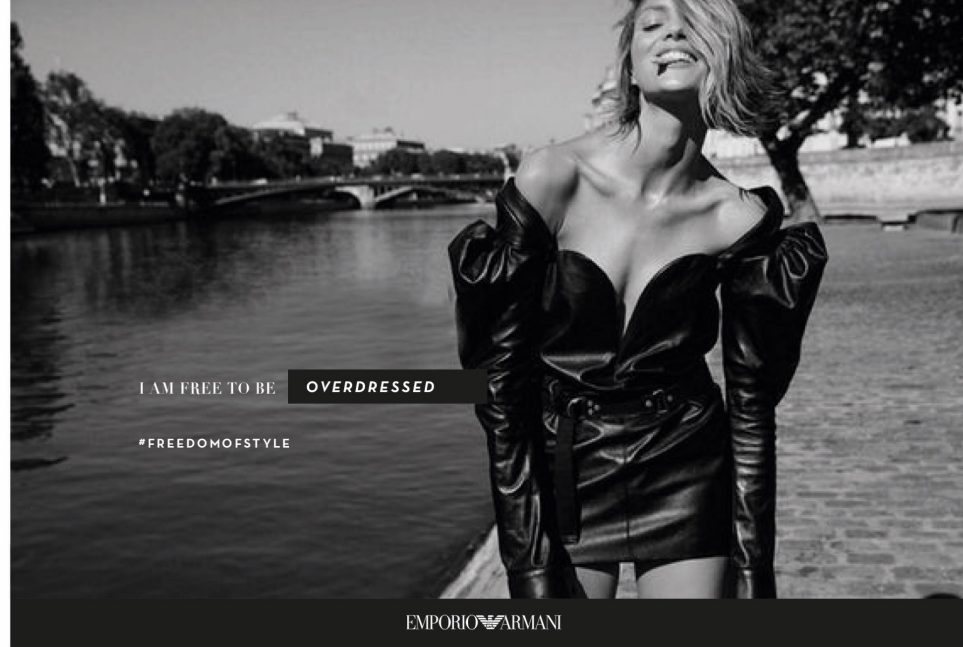
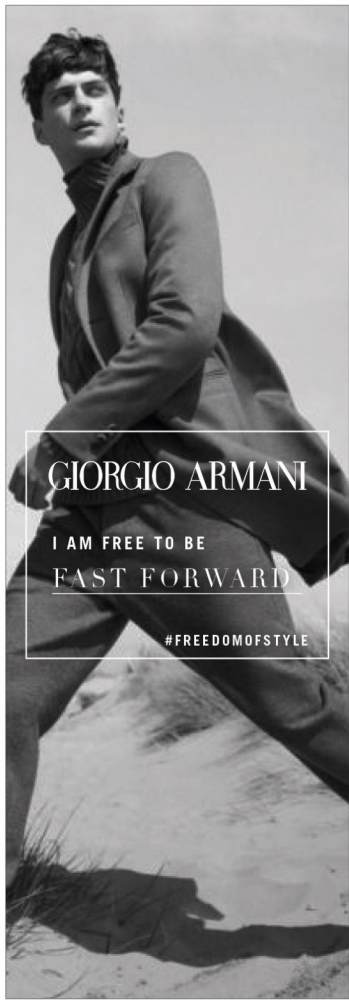
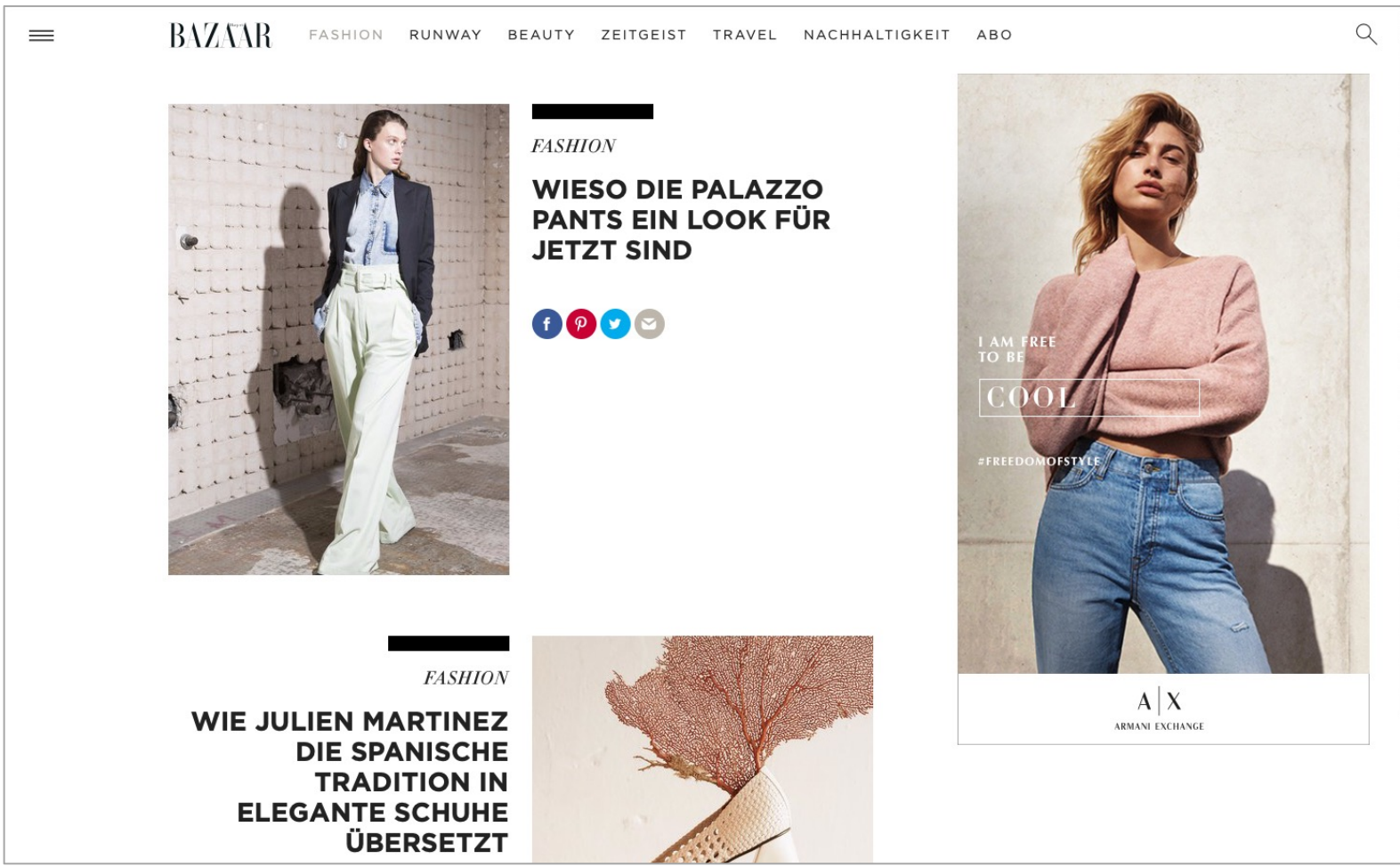
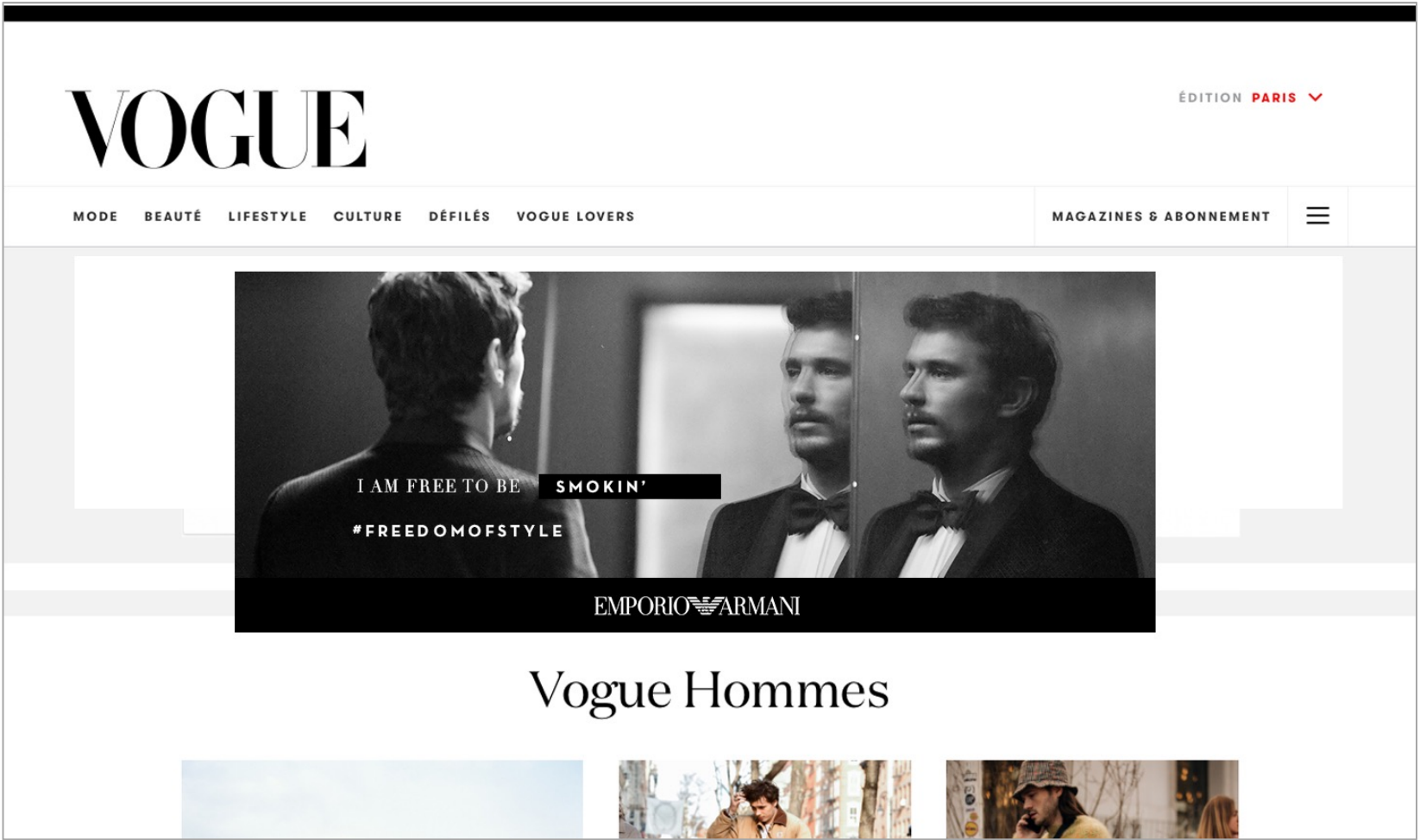
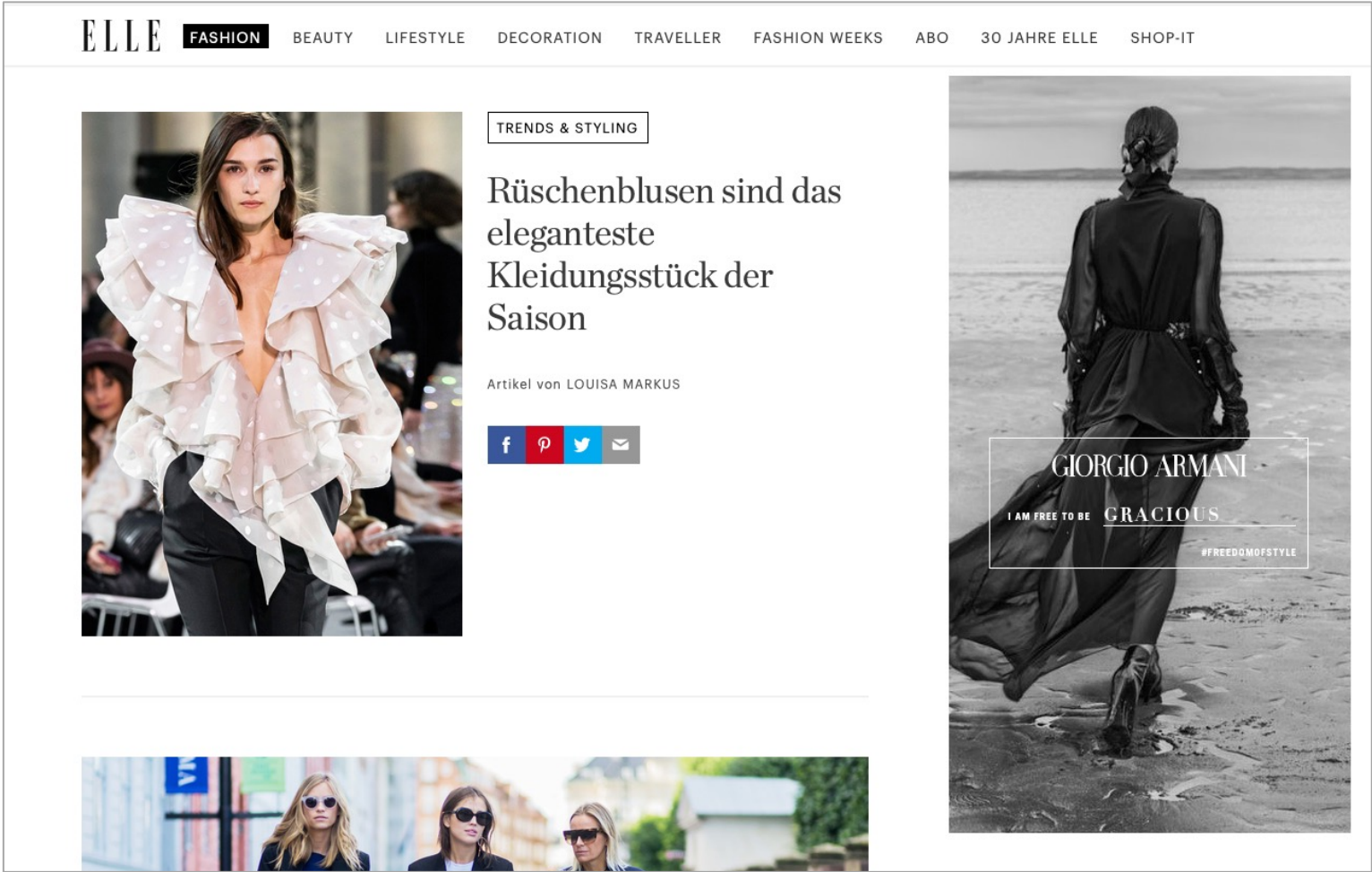
GIORGIO ARMANI



EMPORIO ARMANI



ARMANI EXCHANGE



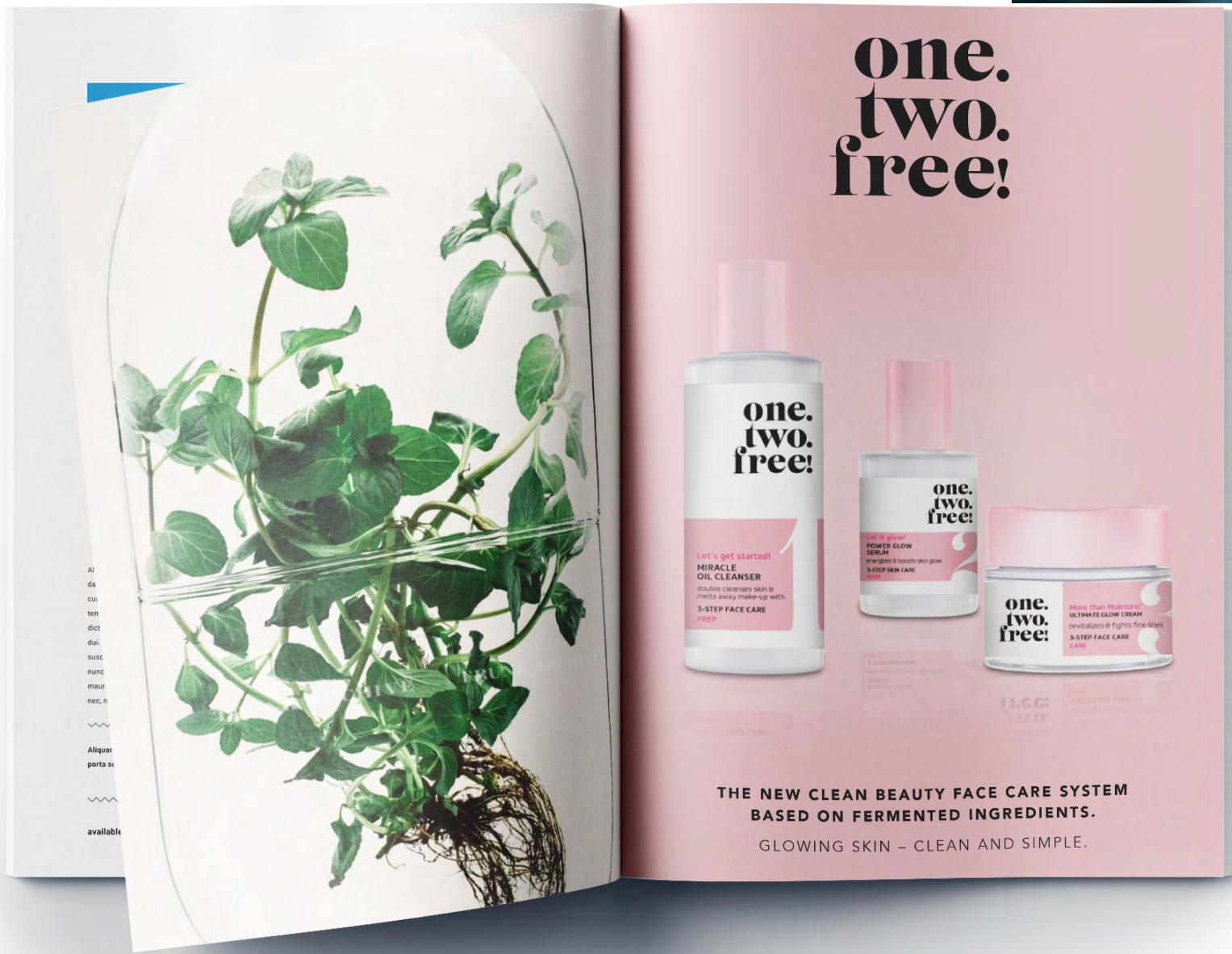
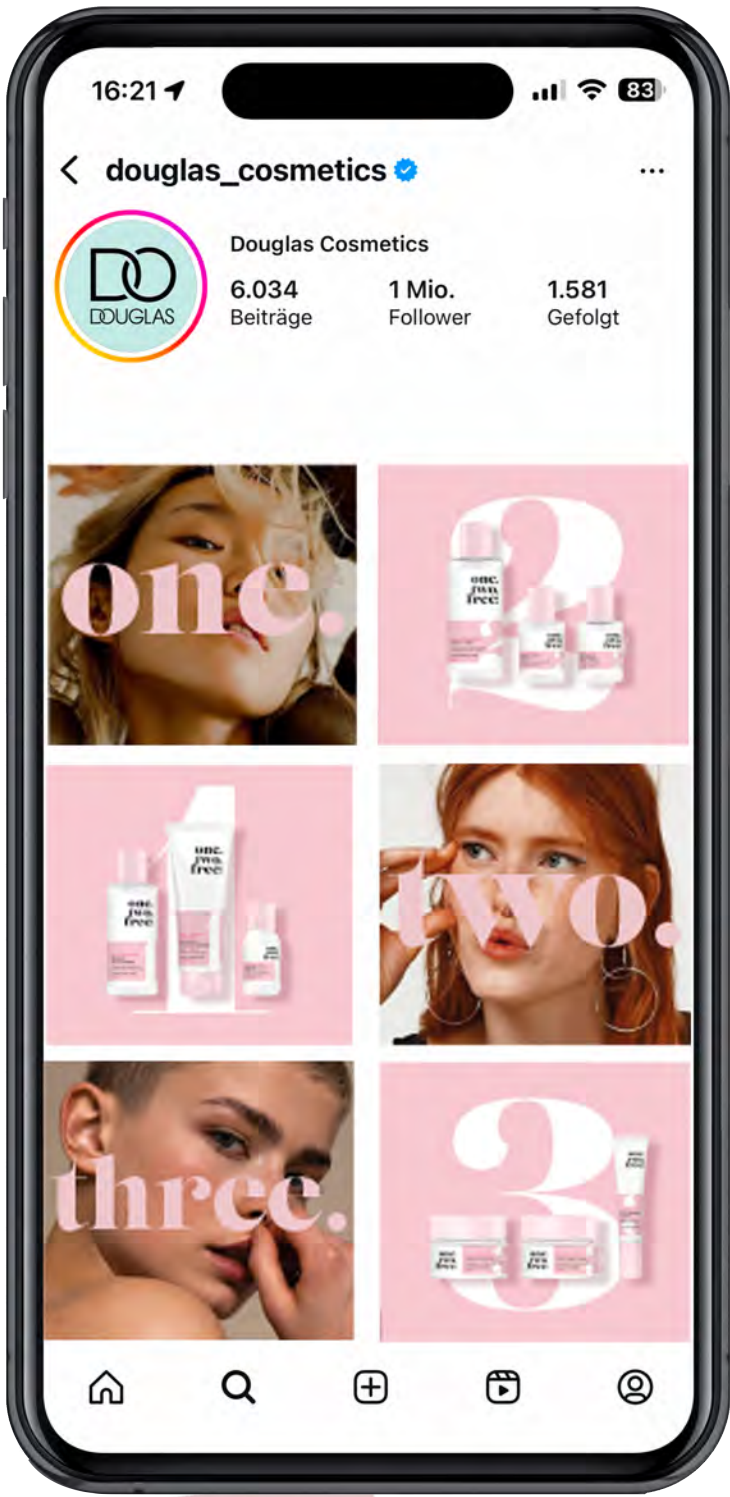
GIORGIO ARMANI

EMPORIO ARMANI

ARMANI EXCHANGE

Agency: TBWA | Client: Douglas

Art Direction for the advertising campaign launching Douglas' care line **one.two.free!**

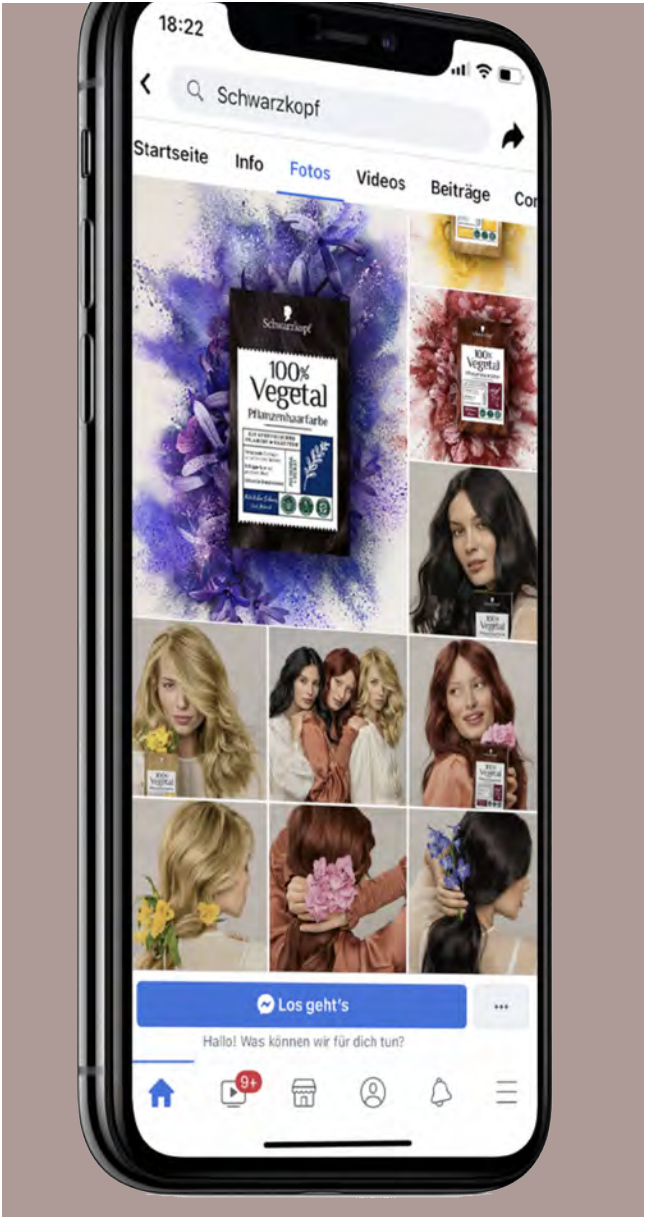
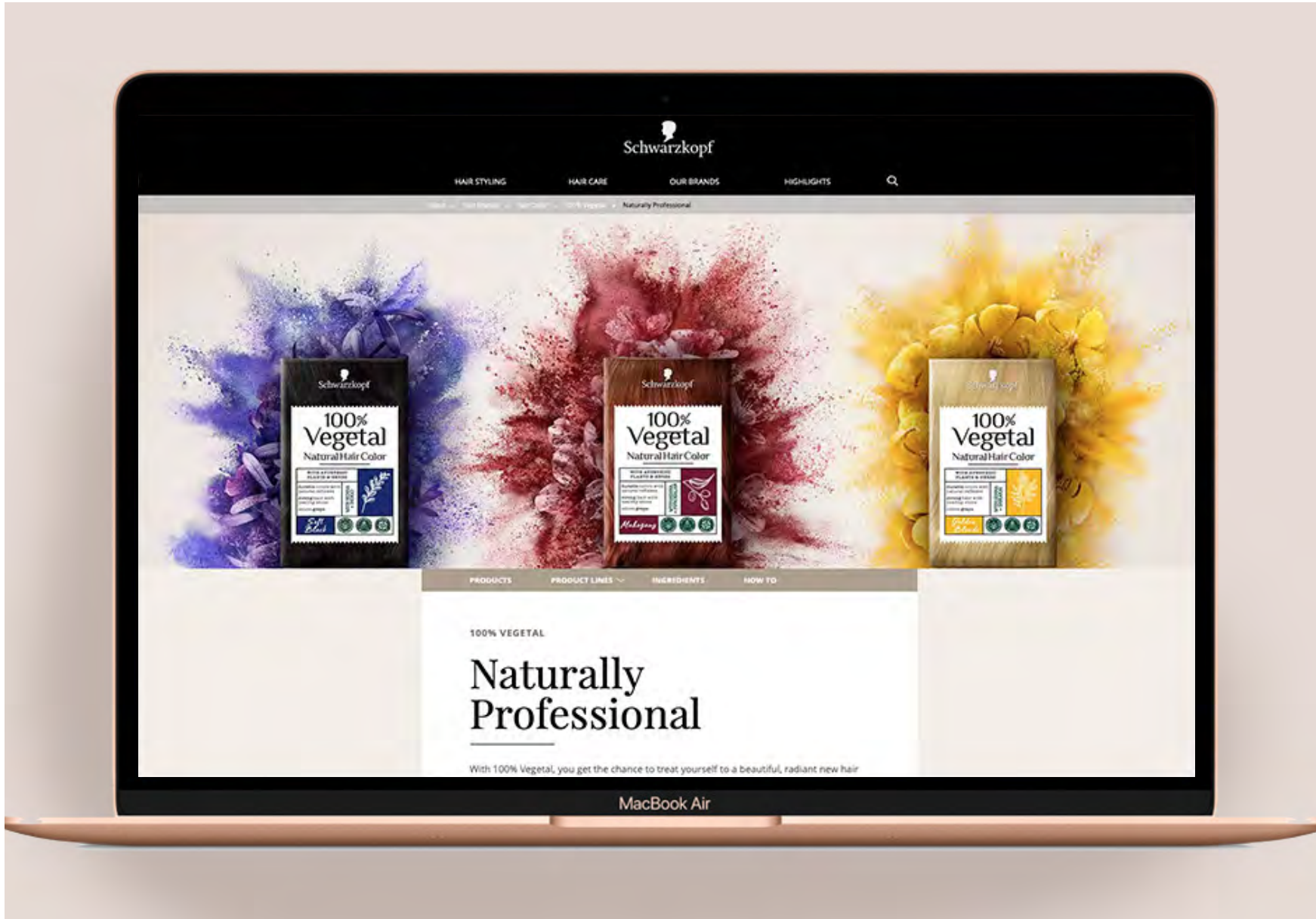


one.
two.  three.
free!



Agency: TBWA | **Client:** Henkel, Schwarzkopf

Creative concept and layout for the launch campaign of **Schwarzkopf's 100% natural hair color brand, Vegetal**





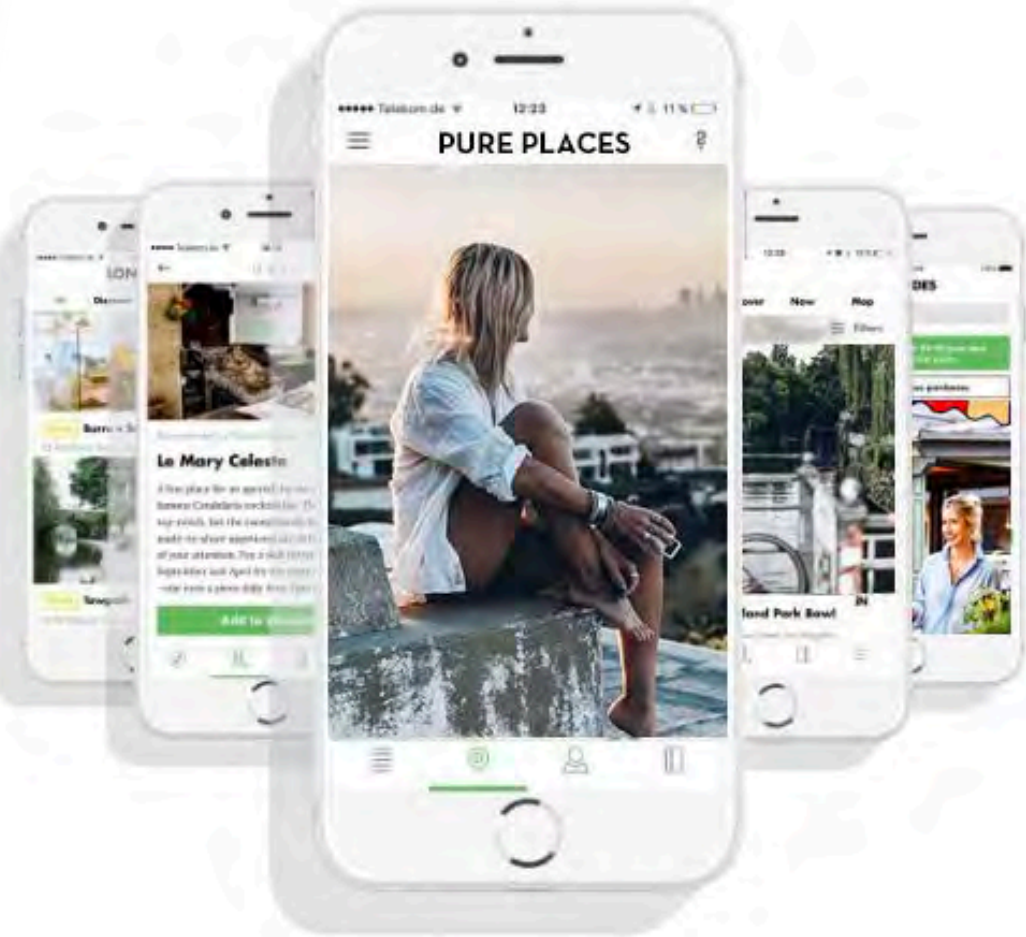
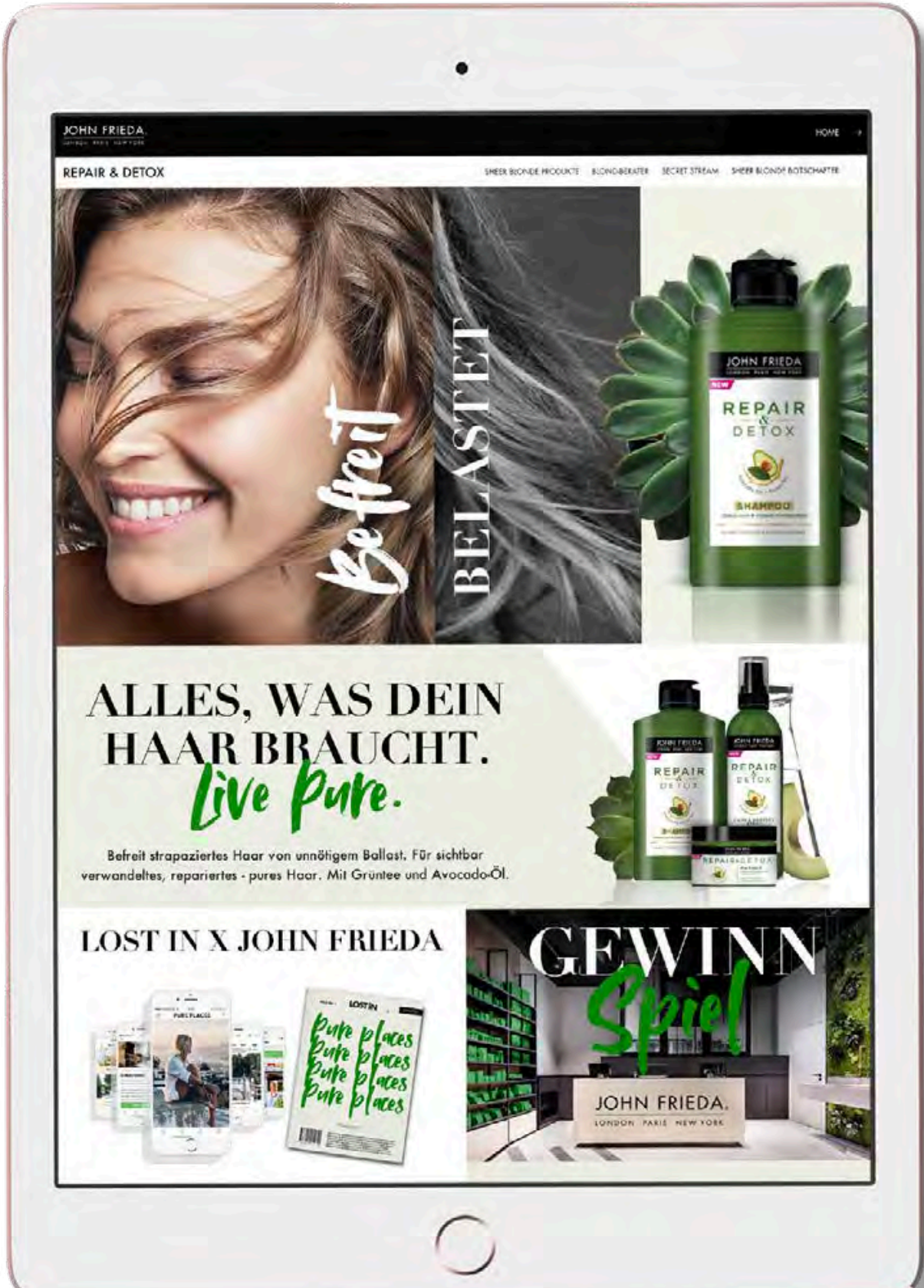
NATURE
CREATED
COLOR

Agency: Parasol Island | **Client:** KAO, John Frieda

Eliminate the unnecessary and focus on what truly matters.

That's the essence of **John Frieda's Repair & Detox** launch campaign: *'Less is more'* — strip it down to the essentials and **#LivePure**

Teamwork with Mareile Della Giustina (Text)



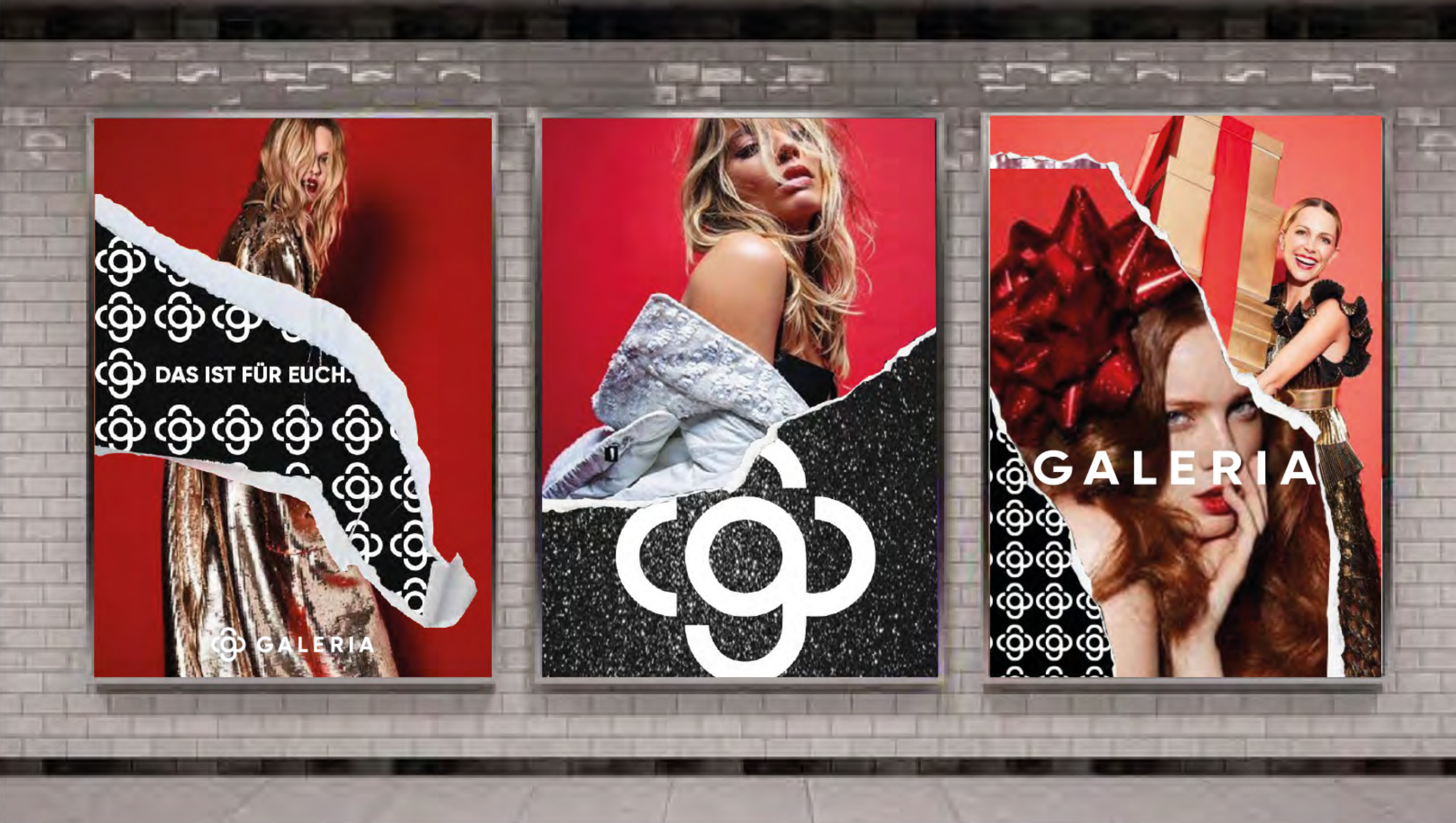
Agency: Isobar | Client: Frei Öl

Image Tonality layout
for **Frei Öl**'s brand
communication



Agency: Serviceplan | **Client:** Galeria

Layout idea for **Galeria's** christmas campaign
,Unpack the season'





Layouts of the **Glamour** advertising campaign

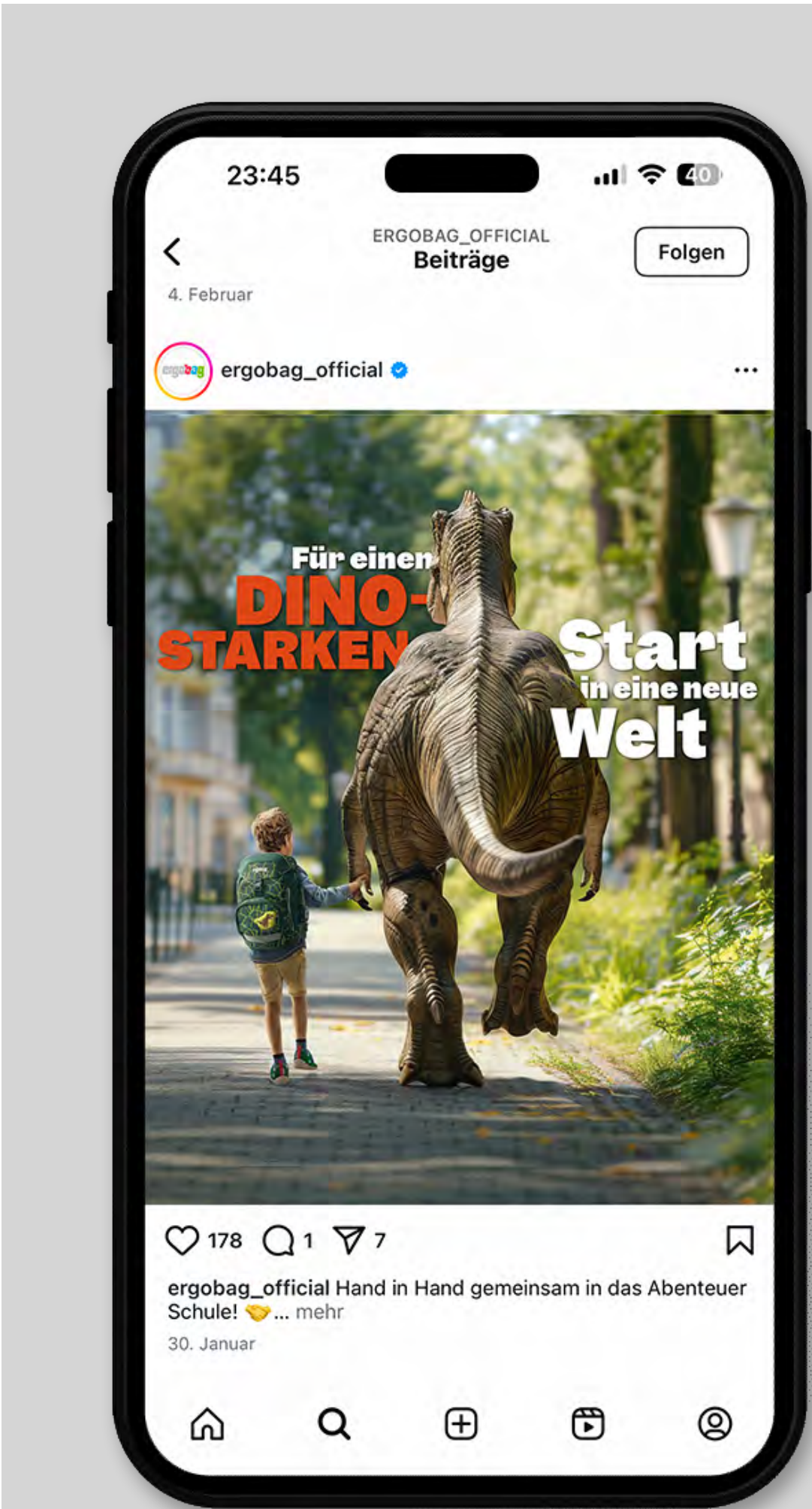
Agency: Venice | Client: Condé Nast, Glamour

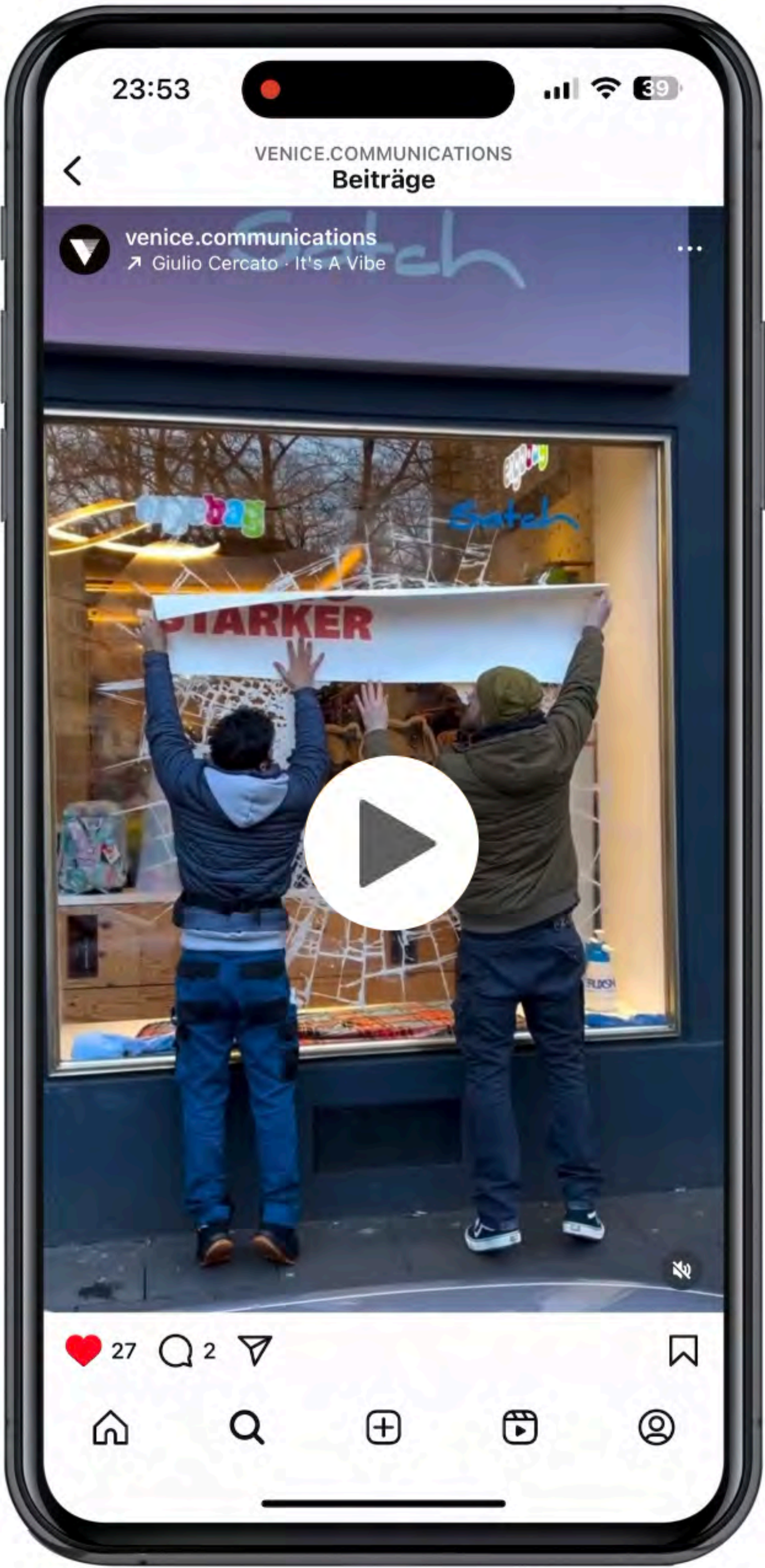


Layouts for the **Glamour** „Shopping Week“ campaign

Agency: Venice | Client: Ergobag

Layout for the **Ergobag** campaign ,Zusammen groß werden‘ —
presenting the backpack as a supportive best buddy for children starting school





Layout and art direction of the image shooting for the Barclays ad campaign





Concept and execution of the **ARAG** advertisement 'In Case of Theft'.

The layout mimicked the typical design of a car magazine—except the cars were missing.

Anzeige

K F Z M A R K T

Ferrari

Mondial T Spider, Bj. 90, 36.346 km, 221 kW (300 PS), Top gepflegt im Jahreswagenzustand, 32.457 € Tel. 0183/201874554 H

www.alles-ferrari.de

Fiat

Liebhäberstück!!! Fiat 500, 1a Zustand, Garagenfahrzeug, Ledersitze + Reifen neu, EZ 5/73, VB 4.000 Euro Tel. 02322/1279221

Fiat 500, Hamann Edition 1.4, 16V Sport, Crossover schwarz-metallic, Stoff-Leder silbergrau-schwarz, nahezu Vollausstattung, 15" Alufelgen, Winterreifen, E-Mail: bleifuss1979@yahoo.de

Ford

Ford Focus CC 2.0 Cabrio, Autom. 1.Hd, 64.627 km, unfallfrei, Sportfahrwerk, 16" RH Felgen, Sonderlackierung, Navi-RG, Recaro Sportsitze, 28.392 EUR Tel. 01156/215123526

www.ford-verkaufen.de

Ford Fiesta 1.4i, 3.Hd, Unfallfahrzeug, blau-metallic, 127.000 km, Totalschaden, Tel. 0314/262764 H

Ford Scorpio 2.3 CL, wie neu, VB 3.252 €, www.koenig-auto.net, info@koenig-auto.de, Tel. 031/43-2525677, scorpio-king@icemail.de

Honda

Honda S2000 ROADSTER, 2.0i GT GTi Killer!!! 147 kW / 200 PS breithart, Gokart Feeling, 231km, VB 18.000 € Tel. 03310/K-I-L-L-E-R-H-A-K-A-N, killerhakan@firemail.de

www.honda-reifen.de

Honda S2000, inkl. Hardtop! EZ 10/2007, Luxus Sport Paket: 19" Alu Felgen, Sparco Sitze, inkl. 19" Winterreifen, FP 22.000 EUR Kontakt: 0183/2795833, weltmeister@mugsmail.de

www.reifenuniversum.de

Reifen der großen Marken finden. Top Qualität zu kleinen Preisen! TEL 07713-594557 - FAX 07713-594567

Jaguar

S-Type R, EZ 02/07, 16.000 km, weiß, Leder Champagne, R-Ausstattung, absolut neuwertig, 8 x Airbags, ASR, aktives Kurvenicht, Preis auf Anfrage, Tel. 0151665/64474312-0, Herr Kanowski

www.carundtuning.de

Felgen-Reifen-undco.de Tel 0772 2594187 Fax 0772 25941889

Jaguar S-Type SE, EZ 3/01, 77.000 km, Leder grau, XJR Optik, Einzelstück, Navi SH, eSD, Voll-Ausstattung, MwSt. ausweisbar, Aktionspreis: 18.474 €, T. 02322/98888-0, Frau Optiz

XK 120 DHC Cabriolet, EZ 56, BRG Leder, silber, komplett restauriert, € 59.000,- Tel. 02466/7944365 oder 0183/3723696447, karl@yaboo.de

XK 120 DHC Cabriolet, EZ 58, BRG Leder, schwarz, Top Zustand, € 55.000,- Tel. 02889/79-44365 oder 0183/1578352

XJ 4.0 Sovereign X308, Bj. 2008, erst 6000 km, neuw., super Ausstattung (20" Alu Serie) nur 46.800 + MwSt. = 56.900 EUR, 022324/1225213, Auto Becker, www.beckerautos.de H

www.jaguar-autos.de Tel 07817-794113 Fax 07817-794115

XJ Super V8, EZ 02/03, 47.600 km schwarz Leder, Navi, Xenon, SH Bluetooth, eSD, SV8 Ausstattung, MwSt. ausweisbar, Preis VHS Tel. 0183/2515331 H

Land Rover

Range Rover Sport TDV6 HSE, 03/05, 6.000 km, java-black, Leder beige, gewerbliches Leasingangebot 48 x 999,- € brutto, ohne Sonderzahlung, 15.000 km H

Über 300 Range Rover Artikel online. www.rangerover-artikel.net

Range Rover, EZ 03/07, 18.300 km, marine blau, Leder, schwarz Navi mit Touchscreen, el. Sitze + Sitzheizung, Xenon, Keyless Go, 8-fach bereift, T. 02616/1552155 H

Dynamik & Luxus! Discovery, Nubia-Beige, Leder beige, EZ 07/06, 46.000 km, Wurzelholz, Navigation, VSC, 18" OZ Felgen, Climatronic, Xenon, 38.000 EUR, Autohaus Brückermann, www.auto-brueckermann.de Tel. 073001/22354798 H

Land Rover Discovery Td5 Es, Neuwagen, 200 kW (272 PS), Diesel, Automatik, Klimaautomatik, ABS, Airbags, 35.000 €, T. 02616/1552155 H

Kaufe gebrauchte Range Rover, Freelander und Defender auf. Gerne auch Unfallfahrzeuge, Tel. 0183/9815877216, E-Mail: kaufe-rangerover@yahoo.de

Land Rover Range Rover Sport 2.7 HSE, 190 PS, grün, Diesel, Automatik, ABS, Airbags, Allradantrieb, Anhängerkupplung, 160.000 km, 10/96, 5.200 €, Tel. 02322/789 652 32, Frau C. Optiz

Land Rover Defender 90 Hard-top Td5, Avantgarde Ausführung, Bordeaux rot, ASR, ABS, Klimaanlage, Gepäckträger, 6 x Airbag, Kontakt: 0183/7764312, Herr Müller

Land Rover, Range Rover Td6 Vogue, 08/03, 64.000 km, EUR 9.390, 88 kW (117 PS), Benzin, Schaltgetriebe, Klimaanlage, ABS, Airbags, Alufelgen, Anhängerkupplung, Tel. 02221/12584798 H

Land Rover Freelander, 1.8i Rock, 03/00 117.600 km, 160 kW (218 PS), blau, HU 03/09, Benzin, Automatik, Klimaautomatik, EUR 12.450, Kontakt: 0183/7764312 H

Lotus

Exige, EZ 03/07, 15.500 km, night-black, Leder, beige, Navi mit Touchscreen, el. Sitze + Sitzheizung, Xenon, Keyless Go, 8-fach bereift, Tel. 02515/1552352

Lotus Elise R, grey/black Vorführmodell, 1.500 km, rote Alcantara Sitze, Klimaanlage, 45.000 €, Kontakt: 073001/7764312 H

Land Rover

Discovery, EZ 03/07, 15.500 km night-black, Leder, beige, Navi mit Touchscreen, el. Sitze + Sitzheizung, Xenon, Airbag, Keyless Go, 8-fach bereift, 48 x 950,- € Tel. 02515/1552352 H

BRANDNEU!!! Land Rover Discovery 3, 2.7 V8, 140 kW (190 PS), bonattigrey (Grau), Diesel, Automatik, Klimaautomatik, ABS, Allradantrieb, Kontakt: 02322/456 9872 H

Land Rover Discovery 3 2.7 V6, 190 PS, schwarz, HU: 08/09, Diesel, Schaltgetriebe, Klimaautomatik, ABS, Airbags, Alarm, 45.000 €, Kontakt: 0183/7764312

Land Rover, Range Rover Td6 Vogue, 190 PS, schwarz, HU 06/09, Diesel, Schaltgetriebe, Preis auf Anfrage, Tel 056614/64474, Herr Bauer

Land Rover Defender 90 Hard-top Td5, Avantgarde Ausführung, Bordeaux rot, ASR, ABS, Klimaanlage, Gepäckträger, 6 x Airbag, Kontakt: 0183/7764312, Herr Müller

Land Rover, Range Rover Td6 Vogue, 08/03, 64.000 km, EUR 9.390, 88 kW (117 PS), Benzin, Schaltgetriebe, Klimaanlage, ABS, Airbags, Alufelgen, Anhängerkupplung, Tel. 02221/12584798 H

Land Rover Freelander, 1.8i Rock, 03/00 117.600 km, 160 kW (218 PS), blau, HU 03/09, Benzin, Automatik, Klimaautomatik, EUR 12.450, Kontakt: 0183/7764312 H

FAST-WHEEL.com

Range Rover Sport TD6 HSE, 07/07, 5.000 km, metallic blue, gewerbliches Leasingangebot 42 x 950,- € brutto, 10.000 km H

Land Rover Range Rover Sport 2.7 HSE, 190 PS, grün, Diesel, Automatik, ABS, Airbags, Allradantrieb, Anhängerkupplung, 160.000 km, 10/96, 5.200 €, Tel. 02322/789 652 32, Frau C. Optiz

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