

PERSONAL DETAILS

Petra Sell
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DOB: 27.02.1975 (Munich/Germany)

WORK EXPERIENCE

- 1997 – present Freelance Designer for
Pelckmans-Watrin Ontwerpburo (Antwerp), Architectenteam Nuyens (Turnhout), healingcenter (Kapellen), Wax (Brussels),
Quintessential Ideas (London), Whirlpool Advertising (Munich), StrawberryFrog (Amsterdam), Wirth&Horn (Munich),
Cable&Wireless ECRC (Munich), Macron advertising agency (Munich) and several others
- 01/2003 – present Design Director, Boondoggle (formerly i-merge), (responsible for all graphic work, from design concept through development
phase. Designing and conceptual thinking for campaigns in all media)
- 12/2001 – 11/2002 Designer, OskarD, Antwerp (Conceptual design for web, print, packaging, outdoor; development of corporate identity)
- 09/2001 – 11/2001 Freelance Research Analyst, Euromonitor, London (economic research, calculation and written compilation)
- 05/2001 – 08/2001 Senior Designer, White Channel, London (Conceptual design for web, print; development of corporate identity)
- 10/2000 – 04/2001 Designer, StrawberryFrog, Amsterdam (Conceptual design for web and print, Branding design; Guerilla Marketing)
- 06/1999 – 09/1999 Junior Designer, Agency.com, London (interactive design)
- 04/1999 – 06/1999 Internship, Redkite New Media, London (interactive design)
- 1996 – 1997 Freelance DTP, Setzerei Vornehm GmbH, Munich (typesetting and lithography of art books and exhibition catalogues)
- Winter 1996 Internship, Albert van Rosendaal, Photographer, Munich (lightening, decorating)

EDUCATION

- 1995 – 2000 Studies in Communication Design, Fachhochschule Munich
(main focus on fine arts and webdesign), graduated as Diplom Designer (FH)
- 1994 – 1995 Studies at private art school Studio Zeiler, Munich (free sketching and painting)
- 1986 – 1994 Werner-Heisenberg-Gymnasium, Garching (main subjects: Art Education, German Literature)

AWARDS, PUBLICATIONS & EXHIBITIONS

- 2008 BT2 – Best website design – Irish Digital Media Award
- 2008 Grohe Singing In The Shower – Gold – Mixx Awards
- 2007 viva – Publication 'Logo' zeixs, Feierabend Unique Books
- 2006 i-merge Hamstercam – Bronze – Epica Awards
- 2006 i-merge Hamstercam – Bronze – Eurobest
- 2006 i-merge Hamstercam – Official Honoree – Webby Awards
- 2004 Cherry Coke Relaunch – Silver – Inside Internet
- 2003 DU·BI·ETY – Publication Annual Multimedia Jahrbuch, Metropolitan Verlag
- 2002 DU·BI·ETY – Exhibition BIG Torino 2002, International Biennale for young artists, invited artist
- 2001 zappness – Publication in the online magazine Loop, Aiga Journal for Interaction Design Education
- 2000 zappness – Gold award E-talents.net, category e-culture

LANGUAGES

Mother tongue: German
Spoken and written: English, Dutch
Basic knowledge: French, Italian