

Mathias Keune

Creative Director

Digital Creative Director with 15+ years of experience leading and crafting interactive projects by blending strategy, technology and aesthetic design. Passionate about UI, UX, motion design, AI, and creative consulting. Highly proficient in developing innovative digital solutions that balance creativity with functionality, managing cross-functional teams, ensuring efficient execution, and delivering impactful, measurable results across every project.

Expertise

Strategy

Creative Strategy
Product Vision
Business Growth
Innovation Management
Digital Transformation

Leadership

Creative Direction
Organizational Leadership
Cross-functional Leadership
Project Management
Stakeholder Management

Design

Experience Design
Human-Centered Design
UX/UI Design
Design Systems
Art Direction

Technology

Creative Technology
Artificial Intelligence
Emerging Technologies
Web Development
Real-time 3D

Languages

German (native)
English (fluent)

Education

10.2008 – 01.2013
**Bachelor of Arts in
Communication Design**
Hochschule Düsseldorf (HSD)
Düsseldorf, Germany

Contact

hello@mathiaskeune.com
+49 151 449 280 75
www.mathiaskeune.com

Professional Experience

11.2019 – Present

Freelance Creative Director
Luxembourg

- Partnered with global clients to deliver custom digital solutions.
- Advised startups and established firms on growth through digital innovation.
- Directed full production cycles, covering timelines, budgets, and execution.
- Designed user-centric interfaces to improve usability and accessibility.
- Aligned cross-functional teams across 3D development, UI/UX, and production.
- Produced immersive trade fair installations using real-time 3D technology.
- Integrated VR and AR into digital experiences across multiple industries.
- Led workshops on generative AI for corporate creative workflows.
- Trained custom AI models for consistent photorealistic image and video assets.
- Delivered keynote talks and interactive technology demonstrations.

05.2017 – 10.2019

Digital Marketing Manager
ETHENEA – Niederrhein, Luxembourg

- Led internal design team to deliver consistent visuals across all platforms.
- Coordinated global site relaunch, improving conversions and engagement.
- Evaluated campaign metrics and delivered clear performance insights.
- Aligned teams and vendors to maintain full regulatory compliance.
- Launched digital platform to accelerate multilingual content publishing.
- Managed budget planning and tracking to maximize marketing ROI.
- Created exhibition stands, social campaigns, and corporate publications.
- Mentored junior team members to support their professional growth.
- Directed video/photoshoots and post-production to ensure quality output.

01.2015 – 04.2017

Digital Art Director
Saatchi & Saatchi – Düsseldorf, Germany

- Directed design for websites, mobile apps, and brand platforms.
- Managed creative workflows, timelines, and cross-team alignment.
- Mentored junior designers in digital design, production, and execution.
- Collaborated with developers to ensure pixel-perfect implementation.
- Built interactive prototypes and motion studies to validate concepts.
- Reviewed creative output to ensure quality and conceptual integrity.
- Presented moodboards, concepts, and visual guidelines.
- Contributed to pitch decks, business proposals, and creative workshops.

04.2013 – 12.2014

Digital Art Director
CDMN – Düsseldorf, Germany

- Developed digital applications for real estate industry clients.
- Managed the digital unit, ensuring smooth delivery and team collaboration.
- Led technical and creative development for high-quality outcomes.
- Integrated VR and AR into the digital product portfolio.
- Managed project timelines and budgets to ensure timely delivery and control.