

JOSEPH BOTCHERBY

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MY PROFILE

Art director and graphic designer based in Berlin, specialising in brand identity, campaign systems, OOH, and spatial design. I translate strategy into high-impact visual systems and real-world execution. My work connects brands to people through bold, culturally relevant storytelling.

WORK EXPERIENCE

NOV 23 – PRESENT
ABOUTKOKOMO
BERLIN

ZALANDO SENIOR BRAND DESIGNER (FREELANCE)

- Core team on the Zalando 2024 rebrand, shaping campaign development and global rollout, including a flagship campaign featuring Willem Dafoe.
- Directed branding and spatial design for streetwear activations across Europe, delivering cohesive brand experiences across pop-ups and festivals.
- Built and rolled out a global marathon identity toolkit across 7 markets, enabling consistent execution across OOH, digital, and live activations.

AUG 22 – MAR 23
UNCOMMON
LONDON

NIKE JORDAN SENIOR DESIGNER (FREELANCE)

- Led design alongside the Design Director for the global Nike Jordan rebrand across print and OOH, shaping the visual rollout at scale.
- Defined the photographic approach, developing shot lists and overall image treatment.
- Built presentation decks to align stakeholders across brand and production teams.

FEB 17 – JAN 23
PENGUIN BOOKS
LONDON

DESIGNER (FREELANCE)

- Designed and delivered a large-scale OOH campaign for Paul McCartney's The Lyrics, including print and retail assets across London Underground.
- Shaped campaign creative for Penguin Modern and Penguin Classics Audio across print, motion, and digital.
- Led an animated film project for Carlo Rovelli, collaborating with talent including Benedict Cumberbatch.

MAR 22 – JUL 22
WIEDEN + KENNEDY
LONDON

SKY SENIOR DESIGNER (FREELANCE)

- Contributed to the launch of Sky Showtime, evolving and stress-testing brand guidelines for large-scale rollout.
- Developed creative solutions for complex OOH placements, refining execution standards.
- Structured campaign output across Tease, Launch, and Sustain phases to drive engagement over time.

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WORK EXPERIENCE

JAN 22 – MAR 22

**ATTTD / MOTHER
LONDON**

ADIDAS SENIOR DESIGNER & ART DIRECTOR (FREELANCE)

- Defined creative principles for a new Adidas sub-brand across casting, styling, lighting, and graphic systems.
- Built scalable visual frameworks designed for long-term campaign use.
- Developed concept visuals aligning photography and graphic elements into a cohesive brand language.

JAN 19 – MAY 20

**NIKE
BERLIN**

BRAND DESIGNER (FULL-TIME)

- Led art direction for campaign shoots across photo and film for Nike Berlin.
- Contributed to Nike Berlin's largest campaign (Du tust es nie nur für dich), delivering across OOH, TV, retail, and digital.
- Delivered bespoke OOH executions across major European cities including Paris, Milan, Barcelona, and Berlin.

JUL 16 – APR 18

**ZALANDO
BERLIN**

PRINT DESIGNER (FULL-TIME)

- Developed campaign and editorial design across print and retail.
- Created visual research and trend direction to inform seasonal outputs.
- Delivered lookbooks combining lifestyle and e-commerce storytelling.

JAN 12 – JUN 16

**ANTIOCH
LONDON**

GRAPHIC & PRINT DESIGNER (FULL-TIME)

- Contributed to seasonal campaign design and photoshoots, supporting casting and creative direction.
- Designed printed lookbooks and retail materials across seasonal collections.
- Collaborated with retailers including Topman and ASOS on bespoke product and print design.

EDUCATION

SEPT 10 – JUNE 12

**UNIVERSITY OF THE ARTS
CAMBERWELL COLLEGE
LONDON**

FDA DESIGN PRACTICE

- A two-year design course exploring modern branding and advertising across multiple media, shaped through collaboration with industry practitioners.