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www.hadass-sternberg.com
+49 1575 1102 144

Hadass Cynthia Sternberg.

Multi-disciplinary communication designer.

Portfolio

SKILLSET. What do I do.

- 🌶️ Creative & fresh thinking.
- 🧞‍♀️ Strong storytelling skills.
- 🍻 Team collaboration.
- 🔎 Attention to details.
- 🔥 Keep up with design trends.
- 🧑‍🏭 Time & tasks management.
- 🖼️ Graphic design.
- 🧠 Visual concept.
- ✏️ Typography.
- 📰 Print / 🛸 Digital.
- 🖥️ Web & HTML.
- 🎨 Adobe Suite Cloud.

CLIENTS. Some clients I've worked for.

Spotify

BRLO

Goldies

ONE WARM WINTER

DHL

BOSCH

Klarna.

DB

Visit Berlin

FABER-CASTELL since 1761

poggen pohl

arte

With the slogan “STIMME DES JAHRES”, Spotify featured a call-to-action campaign to encourage Germany’s younger listeners to take an active part in the 2021 federal election.

Led by the recent US “play your part” election campaign, all Spotify’s platform and communication channels in Germany were rebranded with the campaign’s colourful stickers.

Spotify.

STIMME DES JAHRES campaign.

Medium: Platform digital assets, Merchandize.
Responsibilities: Graphic and layout design.
Agency: DOJO Berlin.

Spotify®

VOTE TODAY

PLAY YOUR PART

PLAY YOUR PART

VOTE VOTE VOTE

VOTE

BE KIND GO VOTE

SPOTIFY. STIMME DES JAHRES Campaign.

Platform advertisement - Desktop and Mobile.

HADASS CYNTHIA STERNBERG

Cover with title

Home banner

Podcast cover

cast Playlist
ersity &
clusion
26. SEPT
WÄHLEN
GEHEN
2021
STIMME
DES
JAHRES

WÄHLEN
GEHEN
2021
STIMME
DES
JAHRES
Lach' doch mal
WAHL

Podcast Playlist
Eltern, Podcast,
Kind.
26. SEPT
WÄHLEN
GEHEN
2021
FIRST DATE
I VOTE ON THE
WAHL
WAHL
WAHL

INFORMATIVES
26. SEPT
WÄHLEN
GEHEN
2021
WAHL

Podcast Pla
MENSCH
ABGRÜ
WAHL
WAHL
WAHL

Podcast Playlist
Dokus &
Reportagen
ZUKUNFT NICHT AUF
ZUKUNFT NICHT AUF
26
SEPT
2021
WA
HL
ZEIT FÜR
DEINE STIMME

Podcast Playlist
Diversity &
Inclusion
MUSS WÄHLEN
SCHMESTER
26. SEPT
WÄHLEN
GEHEN
2021
STIMME
DES
JAHRES

cast Playlist
DAS
ERSTE
WAHL
ws, Interviews
erviews
OTE

WAHL
Podcast Playlist
Liebe, Sex &
Podcasts
ZEIT FÜR
DEINE STIMME
STIMME
DES
JAHRES
26
SEPT
2021

WAHL
Podcast Pla
Geschäft ist
ZEIT FÜR
DEINE STIMME

Podcast Playlist
26. SEPT
WÄHLEN
GEHEN
2021
STIMME
DES
JAHRES
MENSCHLICHE
ABGRÜNDE
WAHL
WAHL
WAHL

Podcast Playlist
GEN V
26. SEPT
WÄHLEN
GEHEN
2021
STIMME
DES
JAHRES
Lach' doch mal

cast Playlist
NSWERTES

Podcast Playlist
Das Klima &
die Umwelt
26
SEPT
2021

Podcast Pla
Interviews, In
Intervie
DEINE
STIMME
LAUT
26. SEPT

SPOTIFY. STIMME DES JAHRES Campaign.

Branded hoodie

Playlist header

HADASS CYNTHIA STERNBERG

Stephen Wilks is a Berlin-based artist, sculptor, and photographer. His work revolves around kabbalah and conceptual subjects.

Wilks approached me with a request to redesign his website.
During my talks with Wilks, we narrowed down his wishes for the future design: a polished display of his work, easier navigation across projects, and mobile-friendly.
The design and composition of the website are a visual extension of the artist's core values: poetic, spiritual, and natural.

Stephen Wilks.
Website redesign.

Website: *www.stephenwilks.net*
Medium: Web design.
Responsibilities: Concept development, Website flow & design, photographic curation.

STEPHEN WILKS

STEPHEN WILKS. Website design

New website - Home page

HADASS CYNTHIA STERNBERG

STEPHEN WILKS

WORK INFO SHOP

About

Stephen Wilks, (1964) the city is his medium, walking its streets the message.

This couldn't be more appropriate and relevant at a time when cities, across the world, are blurring the line between the local and the global, creating spaces both communal and contested. More so, when the cityscape is constantly being recorded and re-recorded. Be it for maps for navigation or for photos for personal albums. It's with this as backdrop that Wilks walks the city's labyrinths to capture fleeting moments. And vests these with poetry and politics, irony and drama.

His images show us what we -- or, to be more precise, our smartphones -- do not see. Be it balloons dwarfed by history in Berlin on the First of May. Disembodied dresses against a chainlink fence. A swarm of insects dotting an apartment block that merges with the sky -- each image becomes an integral part of a city's narrative. It's this that is carried across into one of his most evocative and innovative projects in which life-sized cloth donkeys travel from house to house, city to city, country to country. China, Jordan, Germany, Morocco, Netherlands, India, containing sketches, stories and notes added by men, women and children from local communities. In effect, a work of art that, by its autonomy, becomes a constant work in progress connecting people across cultures in ways only they can imagine. Born and educated in Britain, Wilks has lived and worked in Paris, Amsterdam and is, currently, in Berlin.

There is a staggering range in his photographs, exhibits, ceramic sculptures and installations, but they are united by one common theme: raising questions -- rather than providing answers -- about identity in cities and the conflict between the individual and the social. By so boldly imagining the private in the public, Wilks also underlines the power of art to represent a universal humanity.

Written by Raj Kamal Jha

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Website design by Hadass Sternberg.

New website - Info page

STEPHEN WILKS. Website design

New website - Work page

HADASS CYNTHIA STERNBERG

STEPHEN WILKS

WORK INFO SHOP

Traveling Donkeys

2021
Photography

The donkeys wander from one city to another and are welcomed hospitably. A rhythm of departure, arrival and aparting emerges in the process, and there is a constant alternation between public and private space. The donkeys experience stories together with people, and these people experience something with them. The Trojan contrivance unlocks feelings, it unlocks the imagination of the individual.

During the jouneys, their bellies are filled up with notes, photographs, sketches. The encounters, the memories, the ndividual realities are transported further with the conitnuity of travel. The donkeys turn into mediators and producers of social intersubjectivity.

New website - Project page

STEPHEN WILKS. Website design

9:41

STEPHEN WILKS +

9:41

STEPHEN WILKS +

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Contact

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9:41

STEPHEN WILKS +

Traveling Donkeys

Volume

9:41

STEPHEN WILKS +

Traveling Donkeys

2021
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Soft crab is a fictional sun protection drink.
The new product is an alternative for existing sun protection products, and therefore the campaign highlights the advantages of easy protection by light drinking.

The Illustrations and colour palette corresponds with the degree of protection and drink flavours.

Soft Crab.

Sun-protection soft drink.

Medium: Advertising, branding, Illustration.
Responsibilities: Art direction and graphic design.

Soft crab Soft drink campaign.

HADASS CYNTHIA STERNBERG

Soft crab Soft drink campaign.

HADASS CYNTHIA STERNBERG

Soft crab Soft drink campaign.

HADASS CYNTHIA STERNBERG

Soft crab Soft drink campaign.

Pineapple Light Protection

Refreshing Pineapple Drink

The SoftCrab light protection serving size of 1 can (300 ml) contains 70% natural Pineapple juice, honey extract and filtered mineral water.
Combined with Polypodium leucotomos extract that adds a refreshing flavour and protects the skin against the UV radiation and with
enrichments of vitamins A and E.
All ingredients are natural, no preservers.

30

Light Sunscreen Protection Factor

The SoftCrab Pineapple drink with the sun protection factor 30 will block 93% of the UVA and UVB adiation. This protection level is most recommended for sensitive skin, and short periods in the sun.

SoftCrab

Mango Medium Protection

Refreshing Mango Drink

The SoftCrab Medium protection serving size of 1 can (300 ml) contains 70% natural Mango juice, mint extract and filtered mineral water.
Combined with Polypodium leucotomos extract that adds a refreshing flavour and protects the skin against the UV radiation and with enrichments of vitamins A and E.
All ingredients are natural, no preservers.

50

Medium Sunscreen Protection Factor

The Softcrab Mango drink with the sun protection factor 30 will block 97% of the UVA and UVA adiation. It is most recommend for oily skintype, and usage during long periods of time in the sun, approximatly 4-5 hours.

SoftCrab

Watermelon Strong Protection

Refreshing Watermelon Drink

The SoftCrab Strong protection serving size of 1 can (300ml) contains 80% natural Watermelon juice, lime extract and based on filtered mineral water. It is Combined with Polypodium
leucotomos extract that adds a refreshing flavour and protects the skin against the UV radiation and with enrichments of vitamins A and E.
All ingredients are natural, no preservers.

70

Strong Sunscreen Protection Factor

The SoftCrab Watermelon drink with the sun protection factor 70 will block 98% of the UVA and UVB adiation, and will offer you an ultra protection from the sun. It is recommended for users who are regularly exposed to th sun, especially during the strongest hours of the day.

SoftCrab

Coconut After Sun Protection

Refreshing Coconut Drink

The SoftCrab After Sun releife serving size of 1 can (300ml) contains 75% natural Coconut juice, ginger extract and based on filtered mineral
water. It is Combined with Polypodium
leucotomos extract that adds a refreshing flavour and protects the skin against the UV radiation and with enrichments of vitamins A and E.
All ingredients are natural, no preservers.

A+

After Sun Reliefe

The Softcrab Coconut drink will reliefe and balance the effect of UVB and UVA adiation in your skin. It contains aloe vera and hemp seed oil that are famouse for calming inflamed skin. It is most recommended to use after spending a long period in the sun.

SoftCrab

HADASS CYNTHIA STERNBERG

Soft crab Soft drink campaign.

HADASS CYNTHIA STERNBERG

Futura is a sans-serif typeface designed by Paul Renner and released in 1927. It is based on geometric shapes, strongly influenced by the bauhaus movement.

Almost 100 years later, I am visually telling the story of one of the most iconic typefaces ever created.
In the form of a geometrical square booklet, minimalistic typography and sharp-edge images, I am illustrating it's elegance and clean use in contemporary design culture today.

Futura.
Typographic booklet.

Full Project: Futura-Booklet
Medium: Typography, Editorial design, Print.
Responsibilities: Art direction and graphic design.

01	Cover
02	Table of Content
04	Intro
06	Form — Function
018	Geometric
034	Weights
050	Use
062	Display
072	Reference
076	Fin

FUTURA is a Sans-Serif Typeface,
a part of the Geometric classification.

It is a modern, clean and elegant typeface used for top international brands, in film culture and many more industries.

The german graphic designer, Paul Renner, started designing typeface in 1924, and the Typeface was officially released in 1927 by the Bauer Type Foundry.

2 FORM — 1 FUNCTION

The Bauhaus was a school of art, architecture, graphic design and typography established by Walter Gropius at Weimar in Germany in 1919. It's teaching method replaced the traditional pupil-teacher relationship with an idea of community – all artists worked together. It was designed this way to bring art back into the real world. Bauhaus was based on modernism and designm associated with Bauhaus is generally radically simplified forms. The philosophy was that functionality and rationality ruled over the purpose of beauty in a commonplace object. Once the Bauhaus created new theory, the definition of "Form follow function" born too.It is a principle that the shape of a building orobject should primarily based upon its function or purpose.

Although Renner is not classically known to be associated with the Bauhaus movement, he known for leading "The New Typography" movement. Renner began his career as an commissioned artist, to paint landscapes for various organizations. Though Renner was trained as an artist, he choose to try and produce things that had a particular use. He began, to realize his desire to bring industry and art together to form visually appealing products. After meeting and eventually marrying his wife Annie, Renner became a father. In 1907 Annie gave birth to their first child and Renner decided that it was time to make a steady income to support his family. He found a job at the Munich Publishing Trade, as a book designer, designing book spines and covers. Paul Renner worked there from the years 1908 to 1917. Renner was able to use what he had learned as a painter in his book illustration. It was here that he started to come into his style, and sought to find a balance of type and illustration. In 1910 Renner became the co- founder of a small illustration school in Munich. In 1910 Renner joined the German Werkbund, which was an organization founded by politicians, artists and industrial professionals to harbor quality in production. Due to the industrialization

FUTURA

#myposterboom is a 30-days ongoing personal project of poster design.
During the design process I explored the space of breaking common design rules of layout, typography and composition, which resulted in unique outcomes. My strongest inspirations were contemporary and indie poster design, as well as daily events.

#myposterboom.
30 days of poster design.

Medium: Poster design.
Responsibilities: Graphic design

Day 3

Day 28

Day 21

#myposterboom. Poster design

HADASS CYNTHIA STERNBERG

Day 24

Day 27

Day 13

HADASS CYNTHIA STERNBERG

Day 7

Day 12

Day 16

#myposterboom. Poster design

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Thank you,
und Danke Schön.