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**Hadass Cynthia Sternberg.**

Multi-disciplinary communication designer.

## **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.



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, Merchandise.  
**Responsibilities:** Graphic and layout design.  
**Agency:** DOJO Berlin.



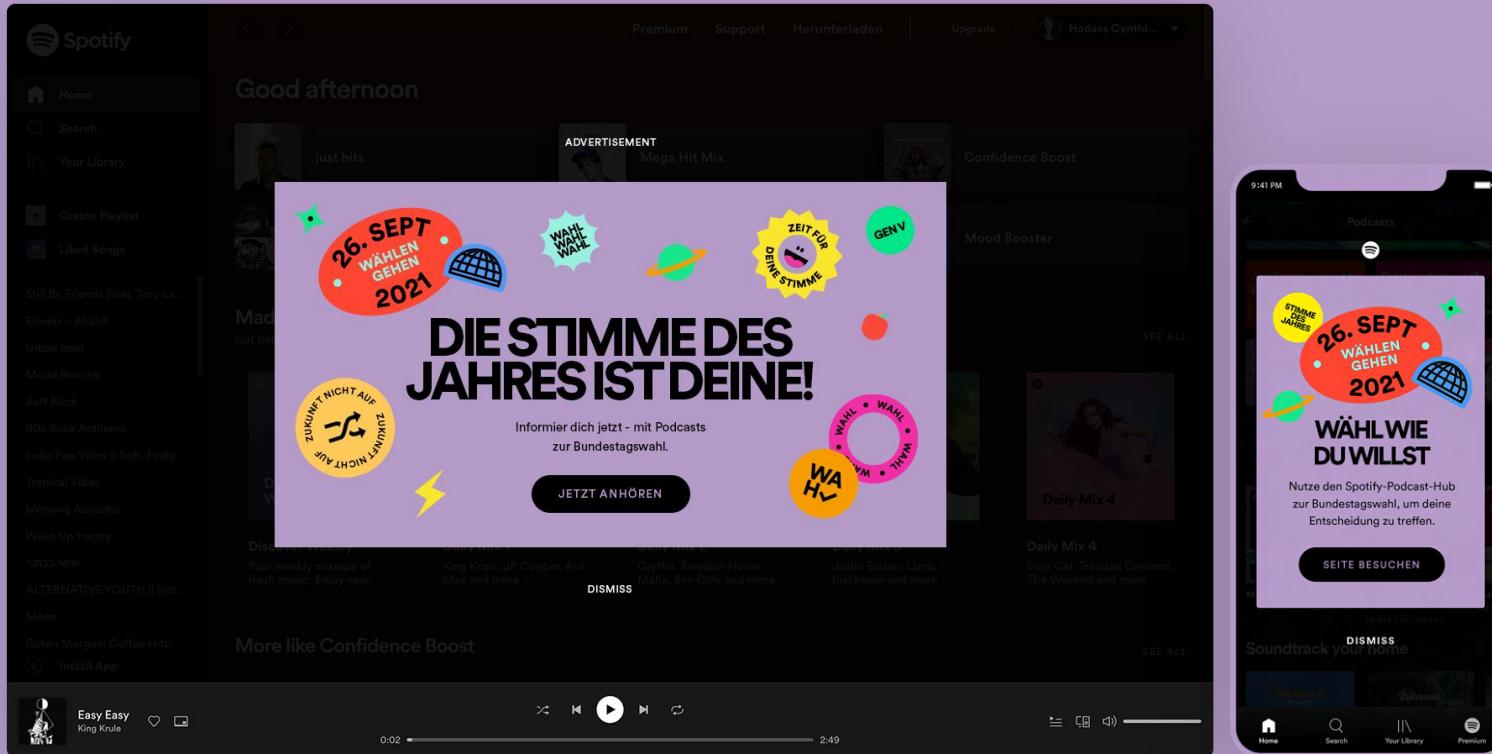


PLAY  
YOUR  
PART

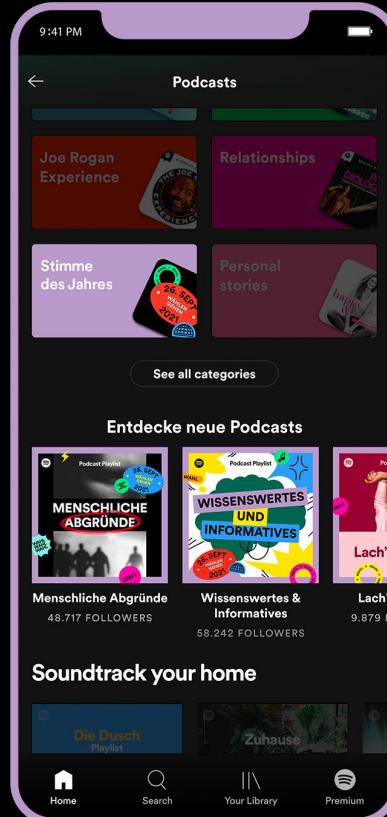
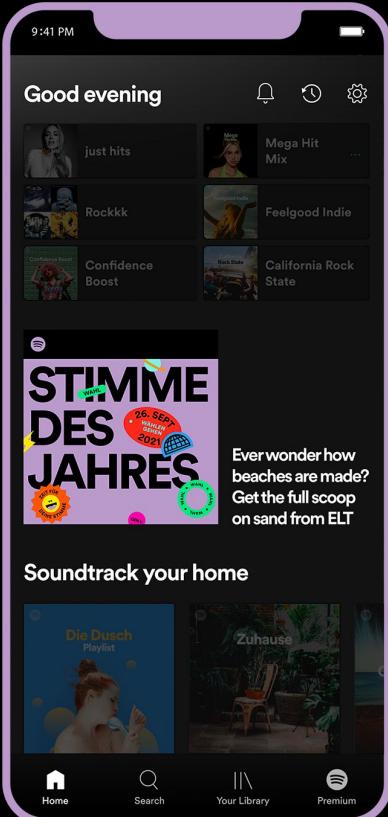
PLAY YOUR  
**PART**



**SPOTIFY. STIMME DES JAHRES** Campaign.



Platform advertisement - Desktop and Mobile.



Cover with title

Home banner

Podcast cover



SPOTIFY. STIMME DES JAHRES Campaign.



Branded hoodie

HADASS CYNTHIA STERNBERG



Playlist header

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

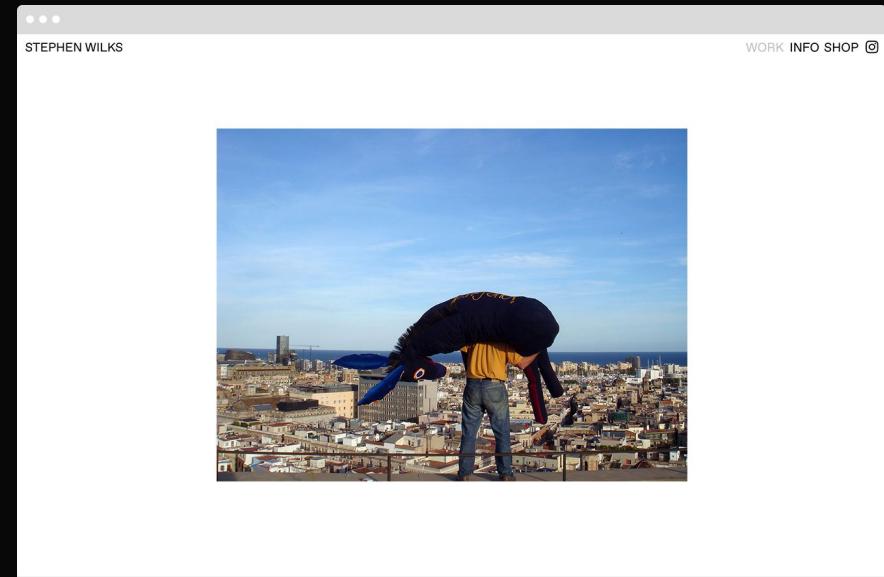
Wilks approached me with a request to redesign his website. During my talks with Wilks, we narrowed down his wishes for the future design: a polished display of his work, easier navigation across projects, and mobile-friendly. The design and composition of the website are a visual extension of the artist's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

# Stephen Wilks. Website redesign.

**Website:** [www.stephenwilks.net](http://www.stephenwilks.net)

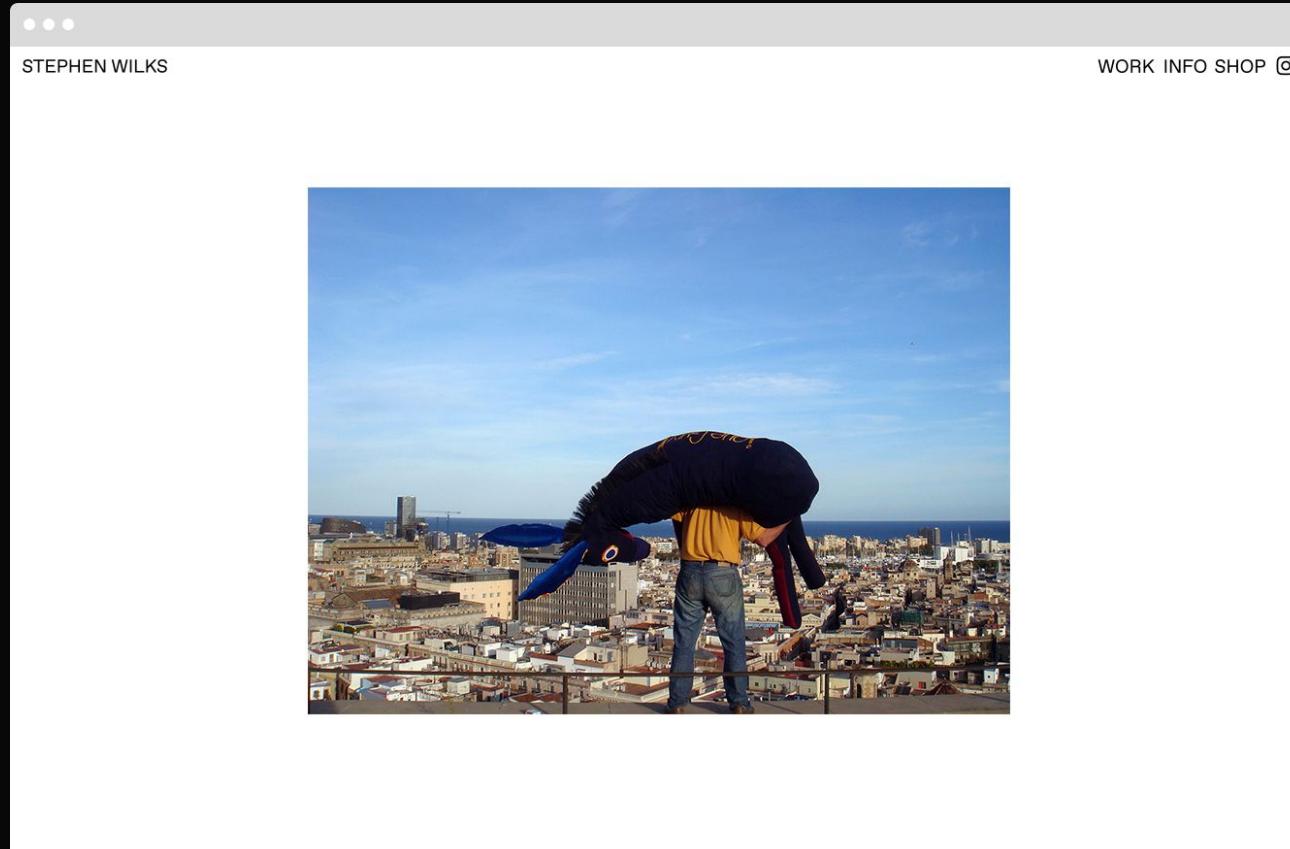
**Medium:** Web design.

**Responsibilities:** Concept development, Website flow & design, photographic curation.

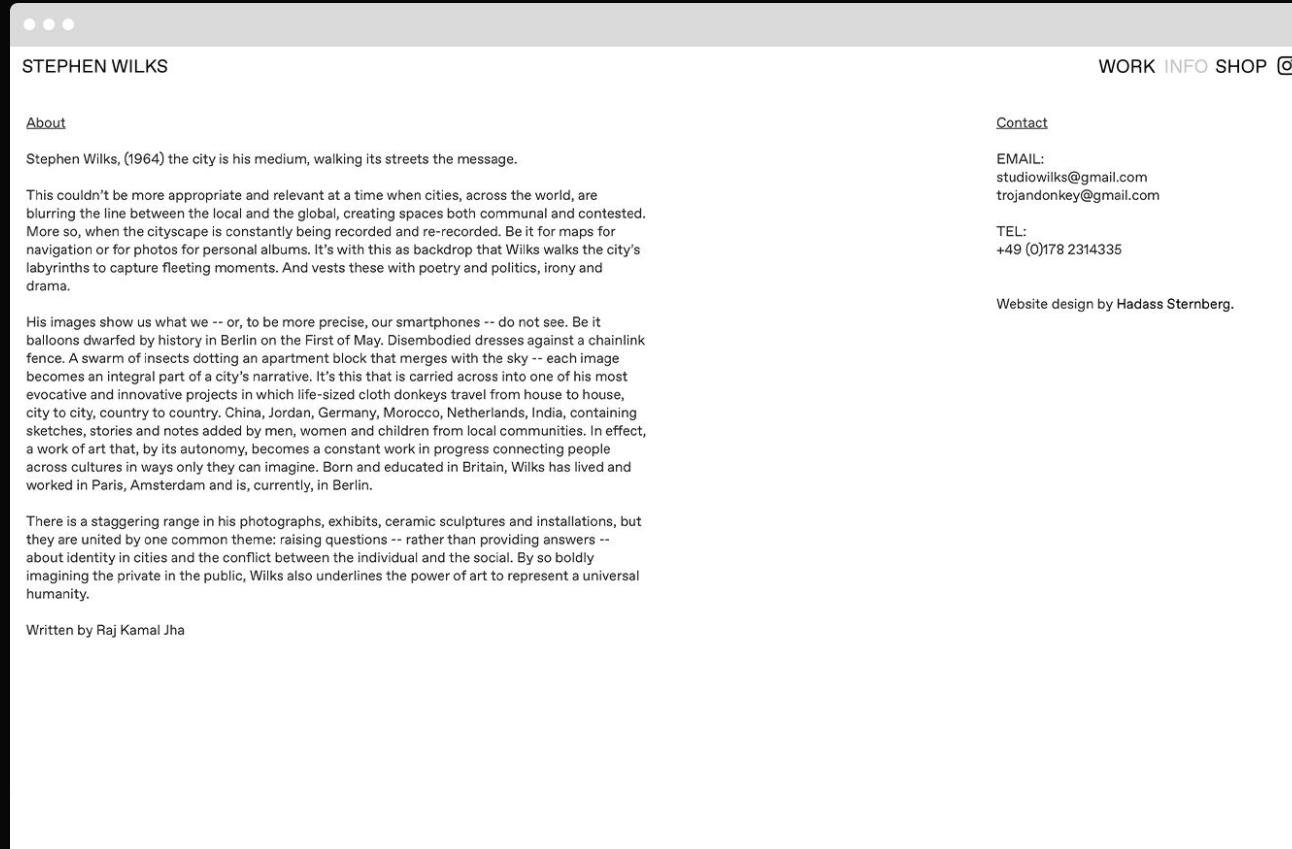


# STEPHEN WILKS





New website - Home page



New website - Info page

STEPHEN WILKS

WORK INFO SHOP

Traveling Donkeys



New website - Work page

• • •

STEPHEN WILKS

WORK INFO SHOP ☰

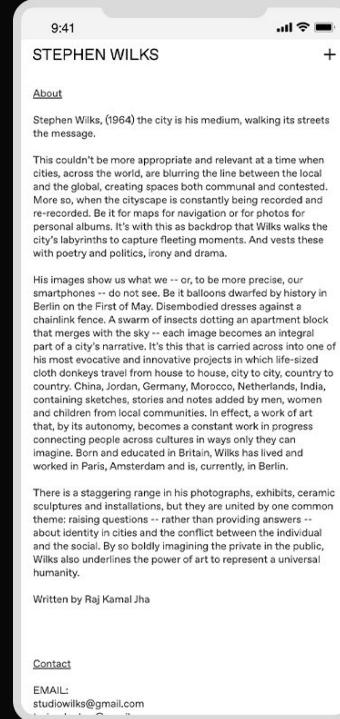
Traveling Donkeys      2021  
Photography

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



New website - Project page

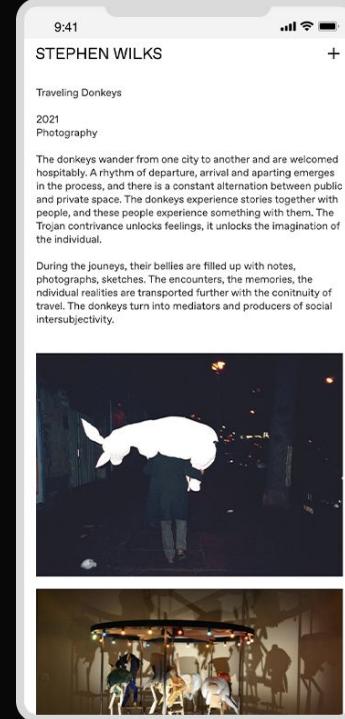
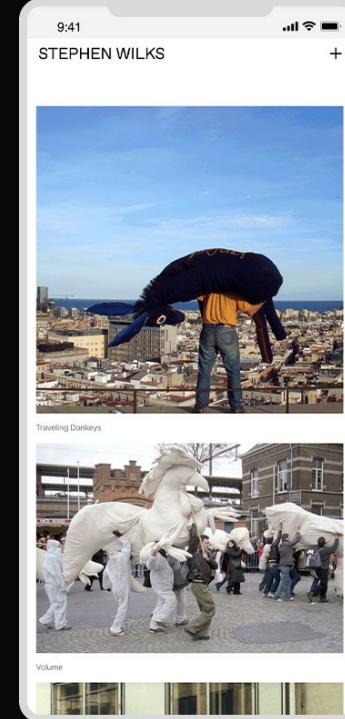


There is a staggering range in his photographs, exhibits, ceramic sculptures and installations, but they are united by one common theme: raising questions -- rather than providing answers -- about identity in cities and the conflict between the individual and the social. By so boldly imagining the private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

Written by Raj Kamal Jha

Contact

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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.



**Soft crab** Soft drink campaign.



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.



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**Cover**  
**Table of Content**  
**Intro**  
**Form — Function**  
**Geometric**  
**Weights**  
**Use**  
**Display**  
**Reference**  
**Fin**

Futura Typeface

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

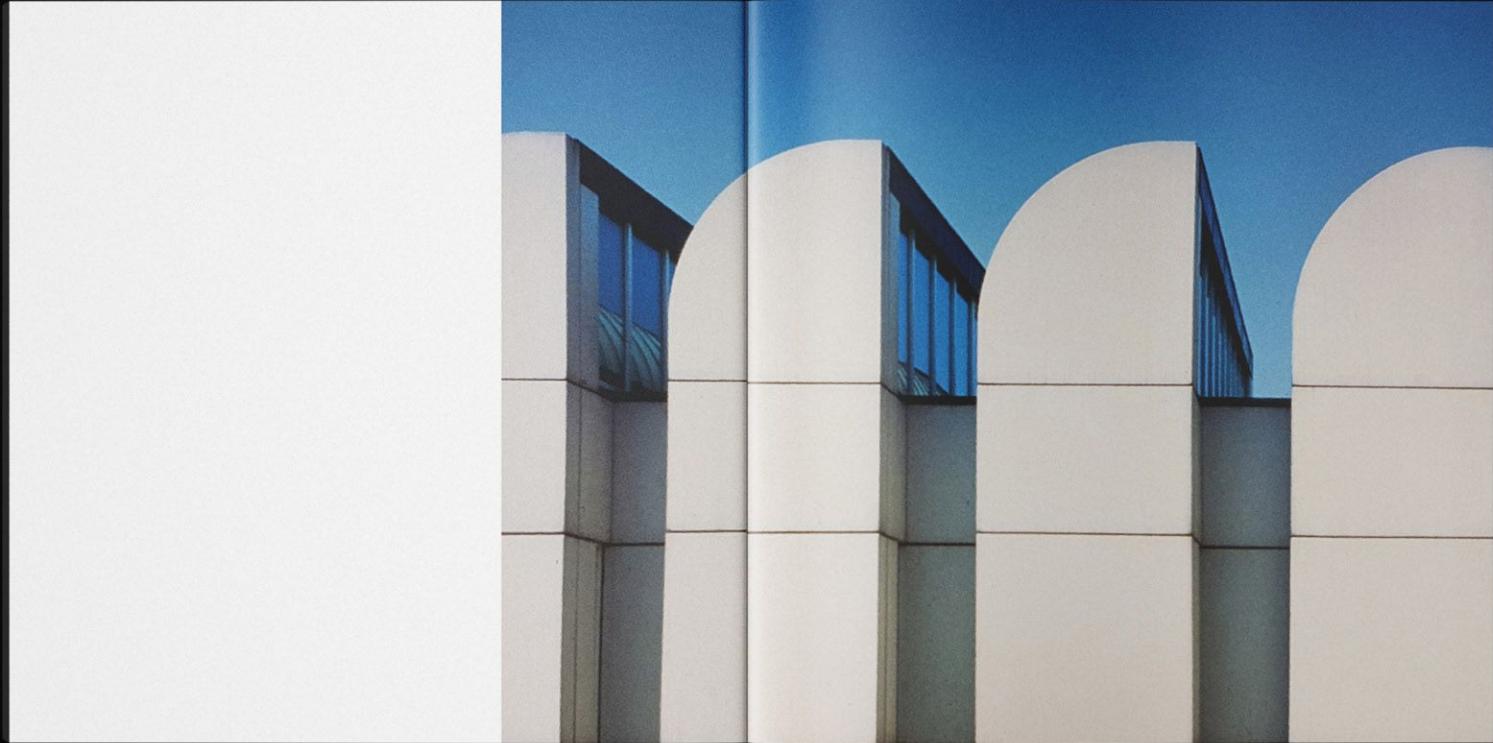
It is a modern, clean and elegant typeface used  
for top international brands, in film culture and  
many more industries.

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

Intro

05

04



Futura Typeface

**2 FORM –  
1 FUNCTION**

08

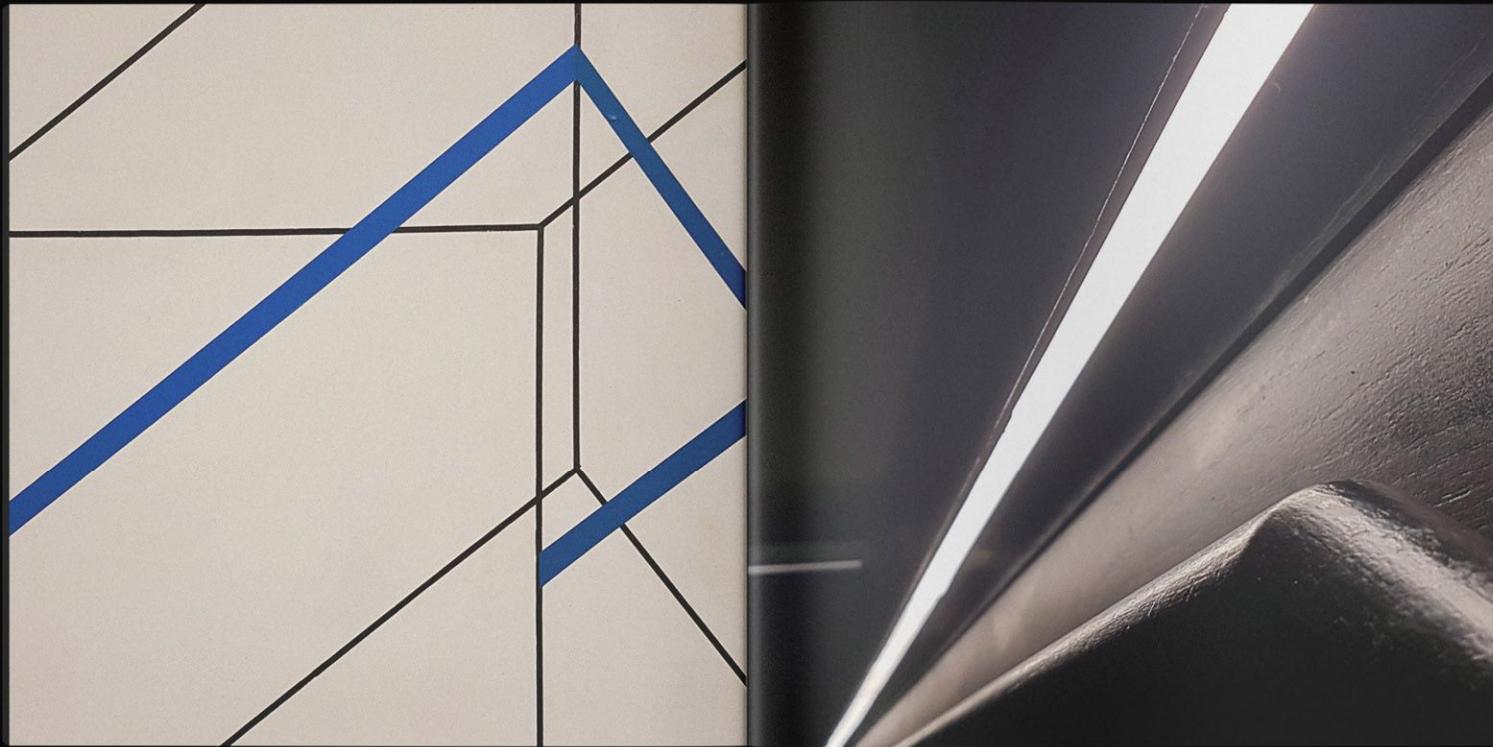
Form — Function

The Bauhaus was a school of art, architecture, graphic design and typography established by Walter Gropius at Weimar in Germany in 1919. Its 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 or object 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

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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

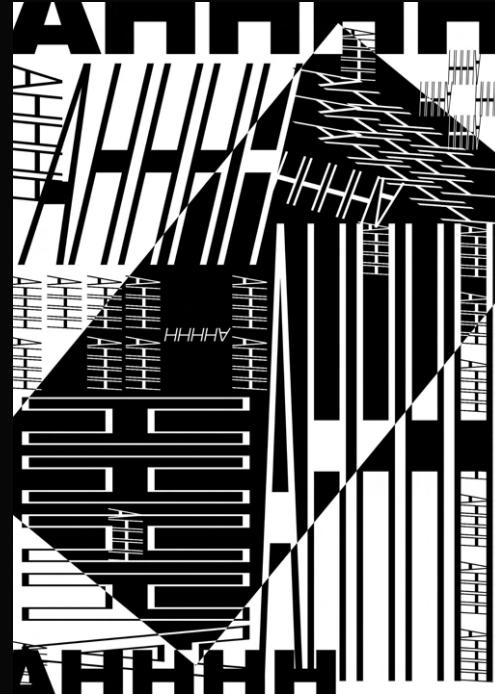




Day 3



Day 28



Day 21



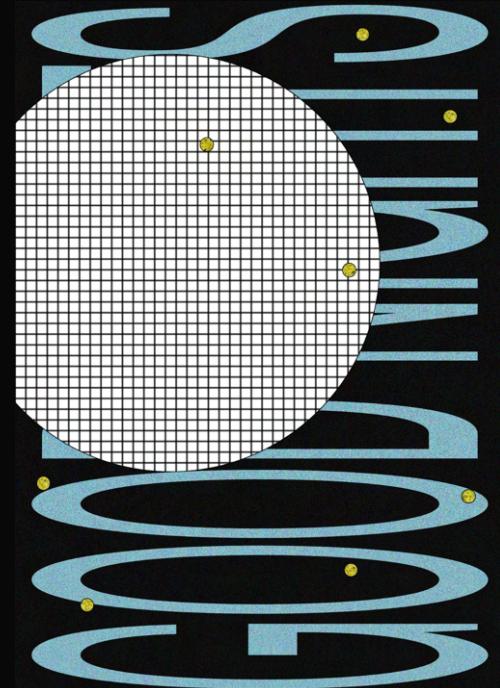
DAILY  
2020 2021  
10:00-16:30

GRAY FESTIVAL

Day 24

NOVEMBER

Day 27



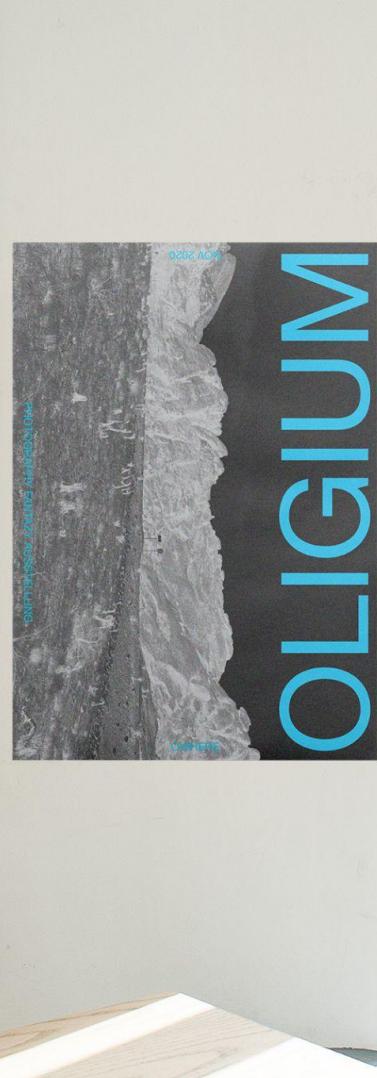
24OKT20  
SATURDAY  
EXHIBITION DAY

EMOP BERLIN  
EXHB

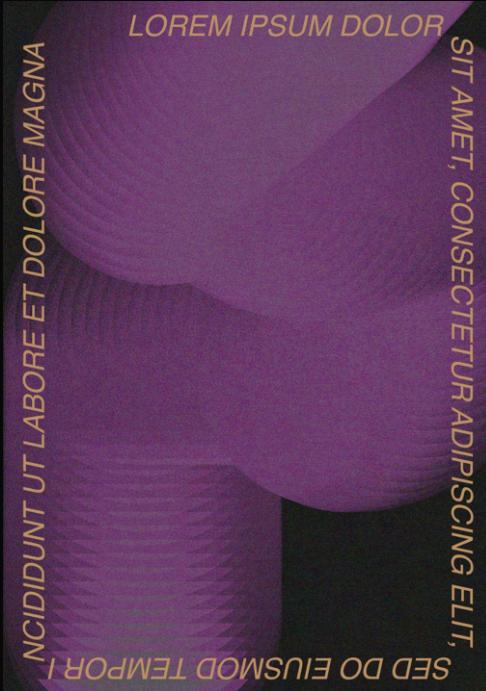
Day 13

LINNÉ 15 BERLIN - GALLERIE 141 MITTE  
ROGER THE RAT ART CO GALLERIE 141 MITTE  
FOAM TALENT 2020

#myposterboom. Poster design



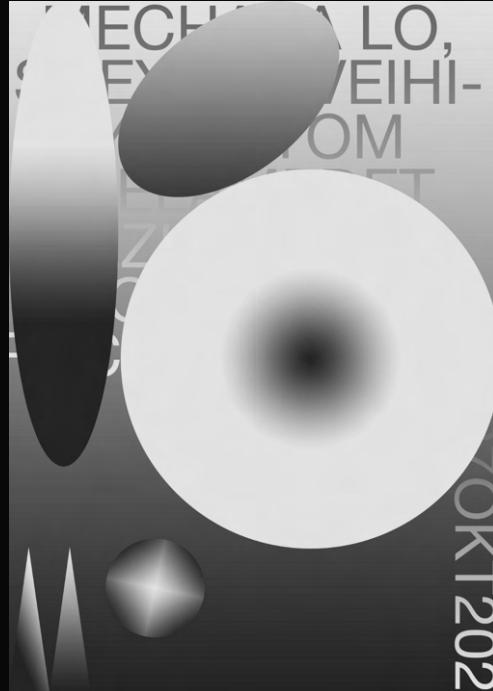
HADASS CYNTHIA STERNBERG



Day 7

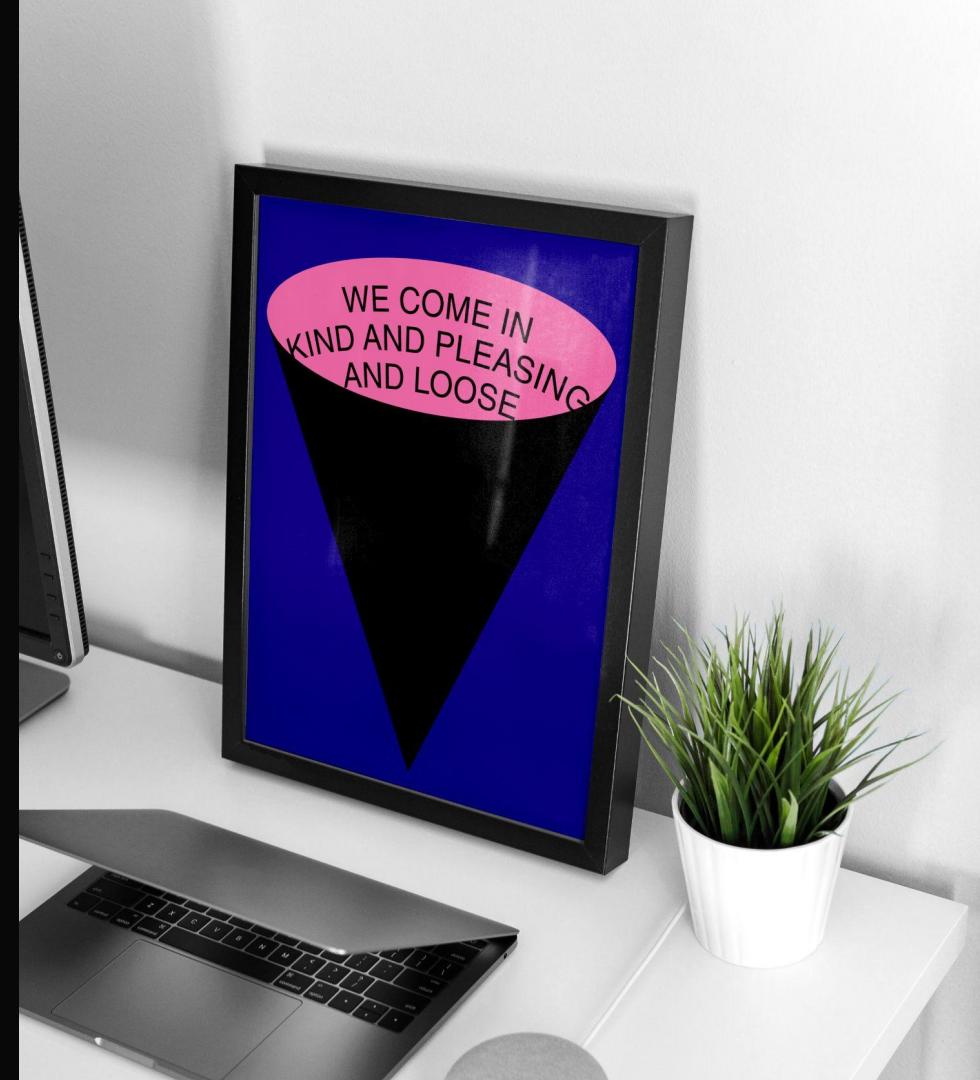


Day 12



Day 16

#myposterboom. Poster design



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**Thank you,**  
und Danke Schön.