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Hadass Cynthia Sternberg.

Multi-disciplinary communication designer.

SKILLSET. What do I do.



Creative & fresh ideas.



Strong storytelling skills.



Team collaboration.



Eye for details.



Keep up with design trends.



Time & tasks management.



Graphic design.



Visual concept.



Brand guideline.



Print /



Digital.



Web & HTML.



Adobe Suite Cloud.

CLIENTS. Some clients I've worked for.



Goal: Adaption of Spotify's US election campaign into German 2021 National Election Campaign.

Process and challenges: The client aimed to encourage new voters (Gen Z) to take an active part in the upcoming national election in Germany, while remaining neutral and unbiased.

Therefore, the graphical stickers have a german tone without having an explicit political voice.

Spotify.
STIMME DES JAHRES
campaign.

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



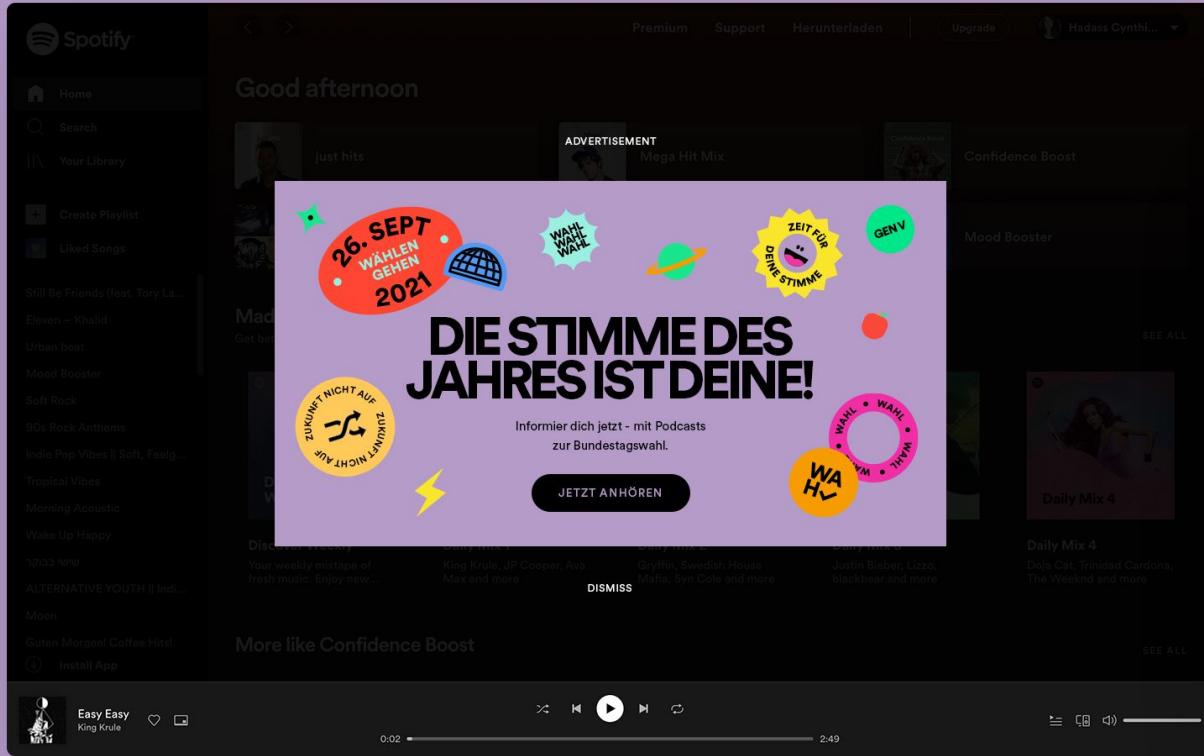


PLAY
YOUR
PART

PLAY YOUR
PART

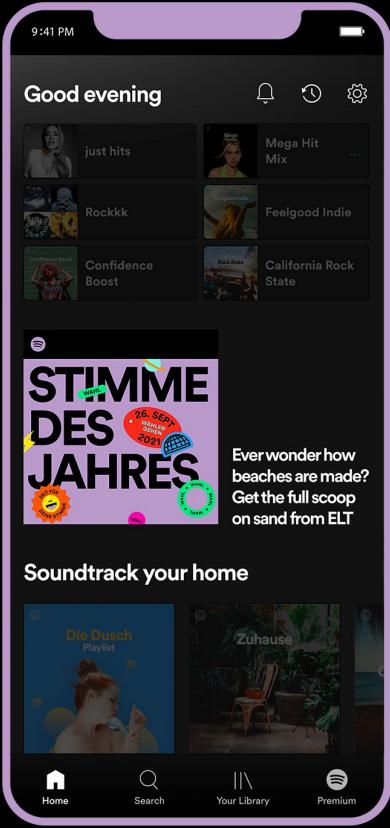


SPOTIFY. STIMME DES JAHRES Campaign.



Platform advertisement - Desktop and Mobile.

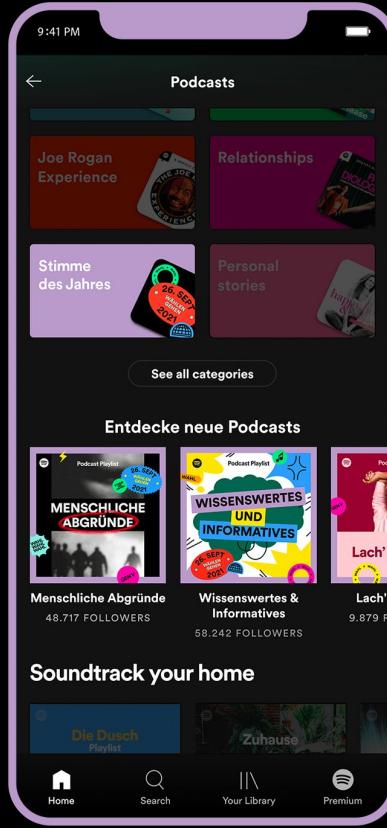




Cover with title



Home banner



Podcast cover



SPOTIFY. STIMME DES JAHRES Campaign.



Branded hoodie

HADASS CYNTHIA STERNBERG



Playlist header

Goal: Redesign artist website.

Process and challenges: During my meetings with Wilks, it became clear to us that due to evolving volume of work, the website became chaotic, no longer easy to navigate, and the work was lacking focus. In addition, the website was not mobile responsive.

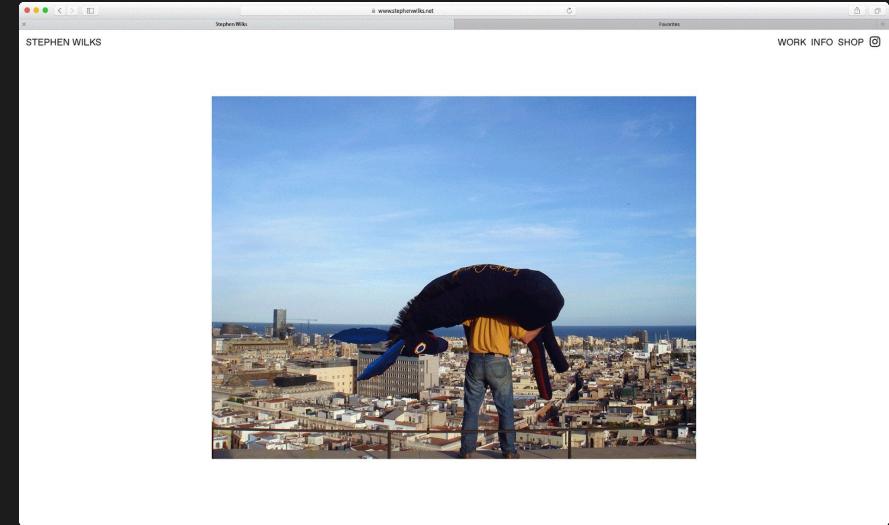
I first defined the core concept for the new website - artistic, poetic and clean, later re-organized the overall architecture of the website, implemented the design and made sure it is all mobile-friendly as well.

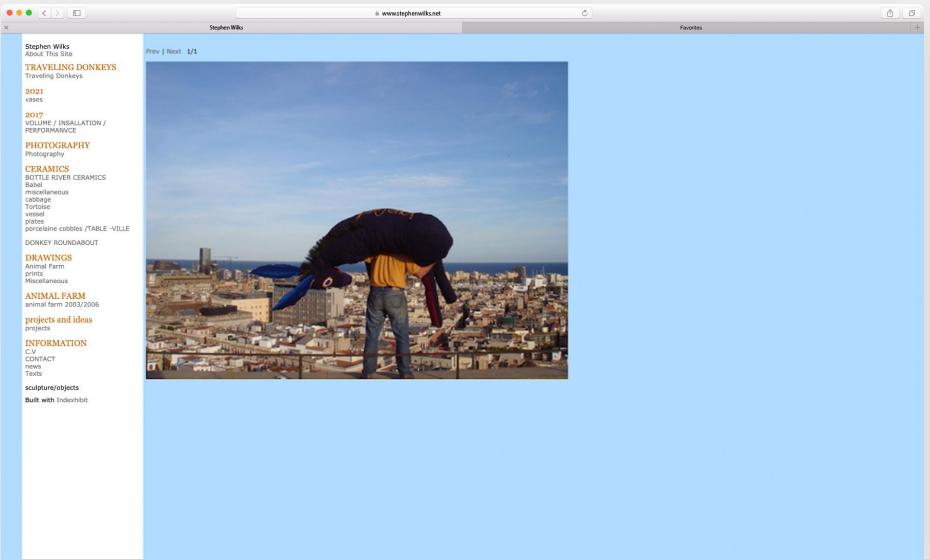
Stephen Wilks. Website redesign.

Website: www.stephenwilks.net

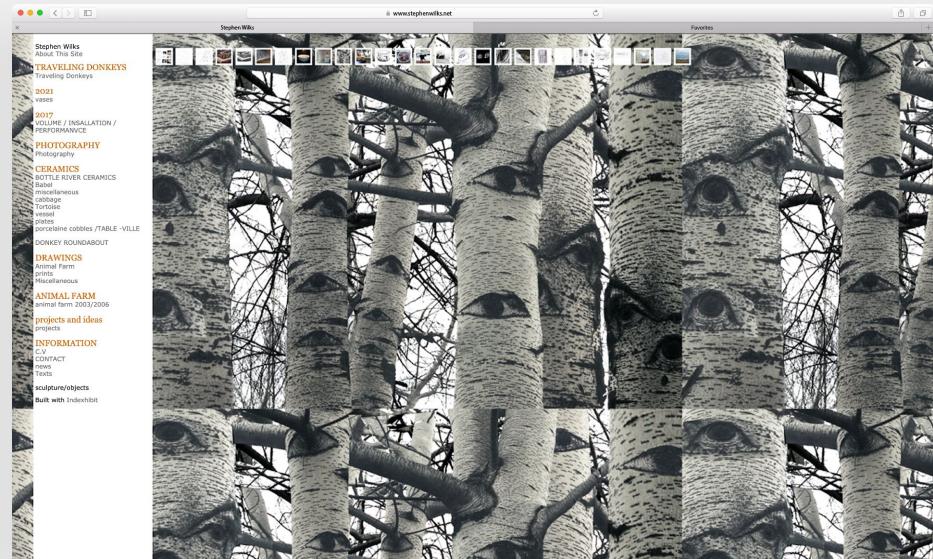
Medium: Website design.

Responsibilities: Concept development, UX & web design, photographic curation.

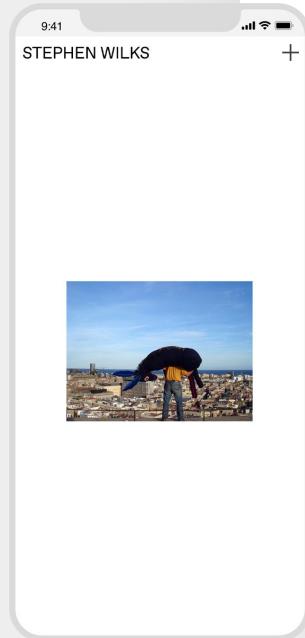




Old website - Home page



Old website - Project page



A screenshot of a desktop browser window showing the Stephen Wilks website. The URL "www.stephenwilks.net" is visible in the address bar. The page features the "Stephen Wilks" logo at the top, a large central image of a person in a bird costume, and a navigation menu with links for "WORK", "INFO", "SHOP", and a social media icon. Below the main image, there is a caption that reads "New website - Home page".



A screenshot of the Stephen Wilks website on a desktop browser. The address bar shows "www.stephenwilks.net". The main content area features a large image of a person on a rooftop with a blue donkey. Below this are two smaller images: one of a white horse and another of a textured vase. The top right corner of the browser window has links for "WORK", "INFO", "SHOP", and a social media icon. The bottom right corner of the browser window contains the text "New website - Work page".

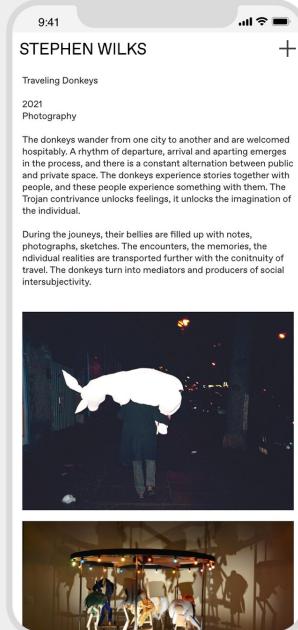
The screenshot displays two views of the same website: a desktop view on the right and a mobile view on the left.

Desktop View:

- Header:** "Stephen Wilks" and "www.stephenwilks.net".
- Main Navigation:** "WORK", "INFO", "SHOP", and a "Contact" icon.
- Section Headers:** "About" and "Contact".
- Text Content:** The "About" section discusses Stephen Wilks' work as a street artist and his use of cloth donkeys to capture fleeting moments. It also mentions his work with insects and cloth dresses. The "Contact" section provides email and phone information.
- Footer:** "Website design by Hadass Sternberg."

Mobile View:

- Header:** "Stephen Wilks".
- Section Headers:** "About" and "Contact".
- Text Content:** The "About" section is identical to the desktop version. The "Contact" section is also identical.
- Bottom:** A footer with "9:41" and icons for signal, battery, and Wi-Fi.



Stephen Wilks

www.stephenwilks.net

Favorites

WORK INFO SHOP

STEPHEN WILKS

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

Goal: Create an OOH brand awareness campaign around Berlin for BRLO, a berlin based craft beer brewery.

Process and challenges: The main challenges in the process were:

1. To create a headline campaign, with no supporting production.
2. To visually define the look of the campaign, as it was BRLO's first step in Berlin's billboard landscape.

After a conceptual process, the creative decision was to focus on the black & white blocky look of BRLO, combined with brush strokes associated with craft and rebel spirit. In addition, a big emphasis was placed on the bottles and the label design elements.

BRLO. OOH campaign.

Medium: Advertising, Print.

Responsibilities: Design concept development and layout design.

Agency: DOJO Berlin.



BRŁO



STRÖER

DON'T WORRY,
NOT EVEN
BERLINERS CAN
PRONOUNCE IT.

• FREIES BIER FÜR ALLE •

BRŁO



UNABHÄNGIG
GEBRAUT
IN BERLIN.

STRÖER

AN ALLE
SINGLES:
HIER WAS ZUM
HÄNDCHEN
HALTEN.

• FREIES BIER FÜR ALLE •

BRŁO

P P

mit Parkschein oder
Bewohnerparkausweis
für die Zone 30/31
Mo-Fr 7-15 h
und 10-22 h
Sa 9-22 h

IN BERLIN.

mit Parkschein oder
Bewohnerparkausweis
für die Zone 30/41
Mo-Fr 10-22 h
Sa 9-22 h

Privat-
Parkplatz

SUPERPOSTER

WIR LIEBEN DICH
AUCH, ABER DU
MUSST DIE FLASCHE
NICHT IN EINEM
ZUG LEEREN.

• FREIES BIER FÜR ALLE •

BRŁO





Goal: Develop and design Mymuesli tube packaging for GUILTY PLEASURE campaign by Klarna

Process and challenges: as Klarna and Mymuesli come from two very different sectors, we seeked a visual way to connect between the two, and create something fabulous.

The creative-conceptual exploration lead us to the solution of associating the muesli oats with pink shiny diamonds, and so, to visualize the RISE & SHINE chosen name with Klarna's already existing smooth and fashionable visual tone.

Klarna x Mymuesli. RISE & SHINE packaging.

Medium: Packaging design

Responsibilities: Concept and packaging design development.

Agency: DOJO Berlin.



Klarna.

mymuesli

KLARNA X MYMUESLI. RISE & SHINE.

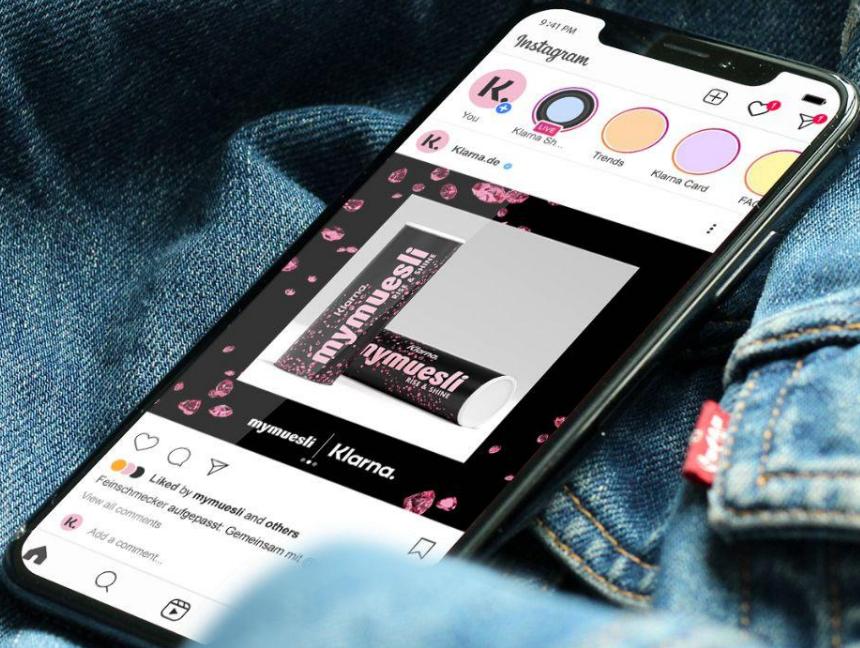
Klarna.
mymuesli
RISE & SHINE



KLARNA X MYMUESLI. RISE & SHINE.



KLARNA X MYMUESLI. RISE & SHINE.



Goal: Create event design for a charity market collaboration by One Warm Winter and Highsnobiety to support homeless in Germany.

Process and challenges: Even so it was a combination of a homelessness foundation and a high-end fashion magazine, It was important to treat the event as a unique design activity of its own. As the event was targeted at fashion and art lovers, we used elements from the fashion world and converted them into an abstract shapes.

ONE WARM WINTER X HIGHSNOBiETY. GOOD XSAMPLE Charity Market 2.0

Medium: Logo, brand design, and social media

Responsibilities: Art direction and graphic design.

Agency: DOJO Berlin.

ONE WARM WINTER × HIGHSNOBiETY

GOOD
XSAMPLE
MARKET II
THE BETTER ARCHIVE



**ONE
WARM
WINTER**

HIGHSNOBIETY

ONE WARM WINTER X HIGHSNOBIETY. GOOD XSAMPLE MARKET Event.

GOOD XSAMPLE MARKET II

THE BETTER ARCHIVE

ONE WARM WINTER X HIGHSNOBIETY. GOOD XSAMPLE MARKET Event.

GOOD XSAMPLE MARKET II

THE BETTER ARCHIVE

HADASS CYNTHIA STERNBERG



ONE WARM WINTER X HIGHSNOBIETY. GOOD XSAMPLE MARKET Event.



HADASS CYNTHIA STERNBERG



Event back screen



Instagram post



ONE WARM WINTER X HIGHSNOBIETY. GOOD XSAMPLE MARKET Event.

A screenshot of a Facebook event page for "The Good Xsample Charity Market II". The header features the "ONE WARM WINTER" and "HIGHSNOBIETY" logos. The main image on the page is a portrait of a man with a beard and a beanie, wearing a green jacket over a blue and yellow patterned garment. Below the image, the text "ALL REVENUES WILL BE DONATED." is visible. The event details are as follows:

SEP 25 The Good Xsample Charity Market II
Public · Hosted by Highsnobiety x OWW

★ Interested ✓ Going Share ...

⌚ 25 Sep 2021 at 11:00 – 26 Sep 2021 at 19:00 UTC+02

📍 Gentiner Straße 32, 10785 Berlin, Deutschland Show Map

💬 Hosted by Highsnobiety Typically replies within a few hours Message Host

🎟 Tickets onewarmwinter.org Find Tickets

About Discussion

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Thank you,
und Danke Schön.