

*My (inter)-active story*

*„Right now, your Squarespace site is mainly dependent on the quality of your imagery.“*

- Jeremy Wong, website builder review 2016 -

*But whenever you apply to a company, they're not only interested in your work - because - let's be frank, there are a lot of people out there who have the same skills as you do.*

*They want to know who you are -  
and to find what they're looking  
for.*

*Probably, they won't have a  
lot of time either.*

*With responsive storytelling we're talking about capturing your audience's attention and then guiding them through an interactive and customizable flow of information that conveys your narrative in a way that's uniquely useful for them.*

*And no, we don't mean responsive  
as in responsive to your browser  
size (because that should be the  
base of every template anyway)*

*Where you as the creative take  
charge in how the visitor will  
experience your work - whilst  
allowing him to pick focal points  
he's most interested in discovering.*



Fanny Zintl is multi-skilled brander who just completed her education at the Amsterdam Fashion Institute. She lived and worked in New York, remaining part of District Vision, an eyewear brand that combines athleticism and mental wellbeing.

Inspired by the new and the now she crafts images and creative strategies touching on design, art direction, brand content and digital, always remaining her holistic yet playful approach.

I feel like art direction

Meditation in Motion <sup>DP</sup> / Nagata Packaging <sup>SP</sup> /  
Dover Street Market NY <sup>SP</sup> / Tommy Denim <sup>Tommy Hilgert</sup> /  
Simon Miller <sup>SP</sup> / District Vision <sup>SP</sup> /  
Stubble for D&AD New Blood <sup>AA</sup> /  
byAMFI <sup>SP</sup> / Denham the Jeanmaker <sup>SP</sup> /

*Fanny Zintl* is who just completed her Master's in Amsterdam Fashion Institute. She worked in New York, remaining in New York, remaining in New York, an eyewear brand that could be a metal wellbeing.



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I feel like [new direction](#)

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Dover Street Market NY <sup>or</sup> / Tommy Denim <sup>Tommy Hilson</sup> /  
Simon Miller <sup>or</sup> / District Vision <sup>or</sup> /  
Stubble for D&AD New Blood <sup>AW</sup> /  
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I feel like [«artdirection»](#)

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*In other words, don't only show me  
your story. Tell me your story and let  
me decide what I find relevant  
enough to dig deeper.*