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.

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Fanny Zintl is multi-skilled brander who just completed her eduaction at the Amsterdam Fashion Institute. She lived and worked in New York, remaining part of <u>District Vision</u>, an eyewear brand that combines atheticism and metal wellbeing.

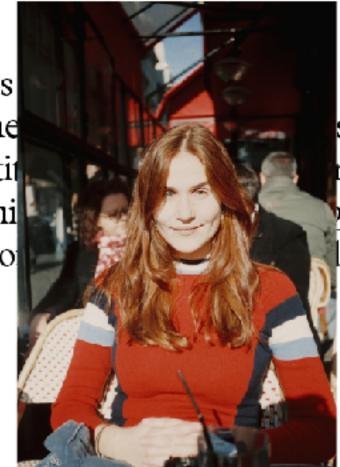
Inspired by the <u>new</u> and the <u>now</u> she crafts images and creative strategies touching on design, art direction, brand content and digital, always remaining her holistic yet playful approach.

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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.