



DAMIAN TE HEESEN

RESUME

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nationality: german

EXPERIENCE

Professional

BRAND SPECIALIST, INT. BRAND MANAGEMENT

– ALDI Einkauf SE & Co. OHG, Essen, Germany 01/2023 – current

- Managing multiple international brands with a strong focus on consistency and identity
- Translating strategic brand positioning into artwork briefs and creative execution
- Collaborating across functions in a fast-paced, efficiency-driven corporate environment
- Driving brand value through agile processes and smart storytelling
- Gaining deep insights into international retail marketing and brand operations

FOUNDER & CREATIVE DIRECTOR

– POTTWATCH GbR, Oberhausen, Germany 05/2018 – current

- Built and positioned Ruhr Valley's first original watch brand from concept to launch
- Created unique brand storytelling rooted in regional identity and industrial heritage
- Designed two product collections and defined the full customer experience
- Established B2B partnerships with retail stores and regional institutions
- Developed entrepreneurial skills in branding, marketing, and product strategy

ART DIRECTOR

– CONTACT GmbH, Oberhausen, Germany 09/2021 – 12/2022

- Led creative direction for diverse B2B clients across industries
- Designed and relaunched complex corporate identity systems
- Working in multidisciplinary teams from concept through to final delivery
- Developed campaign assets for regional brands, retailers, and cultural institutions
- Strengthened strategic thinking in a fast-paced agency environment

BRAND DESIGNER (FREELANCE)

– Self-employed, Ruhr Region, Germany 08/2014 – 08/2021

- Crafted brand identities for startups and SMEs
- Combined visual design with brand strategy and client consulting
- Delivered end-to-end creative solutions with full project ownership
- Learned to balance creative freedom with business realities
- Deepened expertise in storytelling, agile workflows, and brand ecosystems



GRAPHIC DESIGNER & SOUND-ASSISTANT

– Tresohr Studios GbR, Oberhausen, Germany

01/2015 – 12/2018

- Designed visual materials for music and audio-driven projects
- Assisted in studio productions across sound, video, and live sessions
- Blended graphic design with music branding and emotional storytelling
- Gained behind-the-scenes knowledge of the music and entertainment industry
- Sharpened interdisciplinary creative thinking across visual and sound design

EXPERIENCE

Educational

GRAPHIC DESIGNER (APPRENTICESHIP)

– Twenty One Media GmbH, Oberhausen, Germany

09/2012 – 09/2014

- Contributed to international real estate and urban development branding projects
- Applied design thinking across digital, print, and environmental media
- Supported campaigns for major commercial projects (e.g., Centro Oberhausen)
- Gained hands-on experience in film production and cross-channel marketing
- Developed a strategic understanding of place branding and urban storytelling

FREIHERR-VOM-STEIN GYMNASIUM

2003 – 2012

General qualification for university entrance 2012, Oberhausen, Germany

CEGEP JOHN ABBOTT COLLEGE

2009

„Academic Language Program“ – Fall/Winter, Québec, Canada

SKILLS

Branding	● ● ● ● ●	Graphic Design	● ● ● ● ●
Design	● ● ● ● ●	Sound Design	● ● ● ● ○
Strategy	● ● ● ● ○	Web Design	● ● ● ● ○
Storytelling	● ● ● ● ○	Motion Design	● ● ● ○ ○

SOFTWARE

Adobe Creative Suite	● ● ● ● ●	Apple Logic Pro X	● ● ● ● ●
Microsoft 365	● ● ● ● ●	Wordpress/Webflow	● ● ● ● ●

LANGUAGES

German	● ● ● ● ●	Spanish	● ● ○ ○ ○
English	● ● ● ● ○	French	● ● ○ ○ ○