

Thorsten Hayer Curriculum Vitae

Nationality German
Permanent Resident Australia

Current Residency
New York, USA

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Professional Experience

01.2011 – now
Experience Design Director
AKQA - New York

06.2010 – 12.2010
Creative Director (Contractor)
Design Royale - New York
Establishing the U.S. presence of the Australian-based agency, strategy and concept, new business.

10.2009 – 05.2010
Interactive Creative Director
Spinifex Group - Sydney / Los Angeles
Conceptual, strategic and creative thinking for interactive experiences at events, museums, corporate or public spaces for automotive, entertainment and healthcare.

05.2009 – 09.2009
Digital Creative & Strategy (Contractor)
Colman Rasic - Sydney
Senior digital creative, strategy and through the line campaign planning for clients like Coopers, Exetel, Cerebos and Barclays.

01.2008 – 03.2009
Deputy Creative Director
Tribal DDB – Sydney
Managing and growing the creative team, leading the strategic and conceptual production process. Several new business wins like Telstra and Tourism Australia.

10.2005 - 12.2007
Art Director & Lead Flash Developer
Tribal DDB - Sydney
Working in close collaboration with the Creative Director and development teams to deliver award winning and idea driven results for clients like Nike, McDonald's, Volkswagen, Three Mobile, Gatorade, Macquarie Bank and Wrigleys.

10.2002 - 09.2005
Web Developer
RTS Riegerteam / TBWA Group - Stuttgart
Designing and developing websites and flash-based applications for B2B clients like Metabo and Bosch.

08.2000 - 02.2002
IT Consultant, Web Developer
University Hospital - Ulm
Helpdesk services and consulting for over 4,000 staff members in the organisation. Development and design of data evaluation systems for new health insurance accounting systems.

Education

10.2002 – 09.2005
Bachelor of Arts (Hons)
Business Information Systems
University of Cooperative Education
Stuttgart, Germany

07.2000
A-levels (majored physics, english)
Helfenstein Gymnasium
Geislingen, Germany

continued [...]

Awards

McDonald's, Crispy Chicken

Webby Awards 2008 – Finalist, People's Choice
Web Awards 2008 – Food Ind. Standard of Excellence
W3 Award 2008 – Silver Winner

Nike, Nikeology

London International Awards 2006 – Finalist
Web Award 2006 – Outstanding Website
W3 Award 2006 – Gold Winner
Golden Award of Montreux 2007 – Gold Winner

McDonald's, Make Up Your Own Mind

Golden Award of Montreux 2007 – Finalist
Web Award 2007 - Outstanding Website
IAC Best Integrated Ad Campaign 2007
W3 Award 2007 – Gold Winner

Volkswagen, Golf R32

Webby Awards 2007 – Official Honouree
W3 Award 2007 – Silver Winner

Volkswagen, Crafter

W3 Award 2007 – Silver Winner

Volkswagen, R Range

Adobe Site of the Day (09/2008)
New York Festivals 2009 – Sound Design Finalist
W3 Award 2009 – Silver Winner, Gold Winner

Tribal DDB, Christmas Card

W3 Award 2008 – Silver Winner

Colorectal Foundation, Get Screened

W3 Award 2007 – Silver Winner
Global Awards 2007 – Finalist

Arnott's, Comedy Club

The Work 2008 – Integrated Campaign
Digital Media Award 2008 – Shortlist
New York Festivals 2009 – Humor Finalist
W3 Award 2009 – Silver Winner, Gold Winner

Volkswagen, Tiguan

ADMA 2008 – Effectiveness Bronze
Digital Media Awards 2008 – Finalist

Volkswagen, New Golf

Dope Awards 2008 – Winner
Website Design Awards 2009 – Winner
Cannes Cyber Lions 2009 – Finalist
Web Award 2009 – Winner
W3 Award 2009 – Gold Winner, Silver Winner

Coopers, Coopers 62 Pilsner

FWA - Site of the Day (02/2010)
IAB Awards 2010 - Finalist

Billabong, I surf because

FWA - Site of the Day (09/2010)

Achievements

Tribal DDB Sydney

AdNews and B&T
Interactive Agency of the Year 2005
AdNews Finalist Interactive
Agency of the Year 2006, 2008, 2009

DDB Sydney

AdNews Creative
Network of the Year 2009

Tribal DDB Worldwide

AdAge Global Agency
Network of the Year 2007

Cannes Lions

Young Lions Competition
Winner (Australia) 2007

Clients

Volkswagen, Lexus, Toyota, Infiniti,
Acura, Honda, Scion

Nike, McDonald's, Wrigley's, Arnott's
Three Mobile, Telstra, Woolworth, Dell,
Brother, Coopers, Johnson&Johnson,
Arnotts, Gatorade, Continental,
Billabong, Clorox

Calvin Klein, Tourism Australia, Bing,
Warner Music, Macquarie Bank, Life
Technologies, iShares, Visit Britain,
TD Ameritrade Institutional