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## Thorsten Hayer

### CURRICULUM VITAE

Date of Birth 31.10.1980  
Nationality German  
Permanent Residency Australia

66/15-19 Boundary St  
Rushcutters Bay NSW 2011  
Sydney, Australia

thorsten.hayer@gmail.com  
thorstenhayer.com  
+61 405 839 626

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## Education

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

07.2000  
A-levels (major in physics and english)  
Helfenstein Gymnasium - Geislingen, Germany

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## Experience

10.2009 – now / **Interactive Creative Director**  
Spinifex Group - Sydney, Australia / Los Angeles, USA

Leading the conceptual and creative thinking for interactive experiences displayed at international events, museums, corporate or public spaces.

05.2009 – 09.2009 / **Digital Creative & Strategy (Contr.)**  
Colman Rasic Carrasco - Sydney, Australia

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, Australia

Managing and growing the creative team as well as directing the strategic and conceptual production process. Several new business wins like Telstra and Tourism Australia lead to a finalist nomination at the Adnews Agency of the Year Awards.

10.2005 - 12.2007 / **Art Director & Lead Flash Developer**  
Tribal DDB - Sydney, Australia

Working in close collaboration with the creative and the development teams to deliver award winning results for clients like Nike, McDonald's, Volkswagen, Dell, Brother, Gatorade, Macquarie Bank, Hutchison 3 and Wrigleys.

10.2002 - 09.2005 / **Web Developer**  
RTS Riegerteam, TBWA\ Group - Stuttgart, Germany

Designing and developing websites, animated multimedia solutions and flash based applications for clients like Metabo, Bosch Rexroth, Isover and Voith.

08.2000 - 02.2002 / **IT Consultant, Web Developer**  
University Hospital - Ulm, Germany

Helpdesk services and consulting for over 4000 staff members in the organisation. Development and design of data evaluation systems for introducing new accounting systems.

10.1998 - 09.2005 / **Freelancer (Web Development)**

Planning, designing and developing webbased applications and websites, as well as accounting, project and client management.

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## Client List



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## Achievements

- 2003 LOUNGE72 Design portal & ezine  
**Co-Founder & Core Developer**
- 2005 KONFORMAT design conference, Hamburg,  
TOCA ME design conference 05, Munich  
**Speaker & Judge**
- 2005 Tribal DDB Sydney  
**AdNews Interactive Agency of the Year**  
**B&T Interactive Agency of the Year**
- 2006 Tribal DDB Sydney  
**AdNews Interactive Agency of the Year – Finalist**
- 2007 Cannes Lions 2007, Cannes  
**Young Creative Winner (Australia)**
- 2008 Tribal DDB Sydney  
**AdNews Interactive Agency of the Year – Finalist**
- 2009 Tribal DDB Sydney  
**AdNews Interactive Agency of the Year – Finalist**

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## Awards

### **Crispy Chicken – McDonald's**

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

### **Nikeology – Retail Education Programme, Nike**

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

### **Make Up Your Own Mind – McDonald's**

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

### **Golf R32 – Volkswagen**

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

### **Crafter – Volkswagen**

W3 Award 2007 – Silver Winner

### **R Range – Volkswagen**

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

### **Christmas Card – Tribal DDB**

W3 Award 2008 – Silver Winner

### **Get Screened – Colorectal Foundation**

W3 Award 2007 – Silver Winner  
Global Awards 2007 – Finalist

### **Comedy Club – Arnott's**

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

### **Tiguan – Volkswagen**

ADMA 2008 – Effectiveness Bronze  
Digital Media Awards 2008 – Finalist

### **New Golf – Volkswagen**

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

### **Coopers 62 – Coopers**

FWA - Site of the Day (Feb. 2010)