
Thorsten Hayer

CURRICULUM VITAE

Date of Birth 31.10.1980

Nationality German

Permanent Residency Australia

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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

Experience

06.2010 – now / Creative Director (Contr.)

Design Royale - New York, USA / Sydney, Australia

Establishing US presence of the agency, expanding the business beyond traditional digital solutions, new business consulting.

10.2009 – 05.2010 / Interactive Creative Director

Spinifex Group - Sydney, Australia / Los Angeles, USA

Leading the conceptual and creative thinking for interactive experiences at events, museums, corporate or public spaces for the automotive, entertainment and healthcare industry.

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, 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, Australia

Working in close collaboration with the Creative Director and the development teams to deliver award winning results for clients like Nike, McDonald's, Volkswagen, Dell, 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 B2B clients like Metabo and Bosch.

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 new health insurance accounting systems.

Client List



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

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 – Silver Winner, Gold 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 – Silver Winner, Gold 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)
IAB Awards 2010 - Finalist