

Robert Nitschmann

Art Director & Visual Designer

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PROFILE

I work across 3D, motion and design — what connects them is the idea behind them. I think in systems and narratives: how things are constructed and how they make people feel. My process starts with a simple question: what if? I turn complexity into something intuitive, memorable, and visually compelling. Originally trained in Fashion Design, my path shifted toward creative direction — where strategy, design, technology and communication come together.

Alongside my professional work I maintain a classical oil-painting practice that continues to shape how I think about light, composition, and visual perception.

WHAT I BRING

Visual Thinking

Reducing complexity to its essential form.

Art Direction

Building cohesive visual worlds across media.

Motion & 3D

Using movement and space to communicate ideas.

AI & Tool Building

Adopting new tech early and building my own tools with it — like Robify.

Beyond Disciplines

Working across branding, film, motion, 3D, AI and classical painting lets me approach challenges from different angles while keeping a clear, cohesive vision.

TOOLS & SOFTWARE

Adobe Illustrator

Photoshop

InDesign

Blender

DaVinci Resolve

Claude.ai

EXPERIENCE

Content Creator Graphic / Art Director

10/2024 — Present

Deutsche Dienstrad

- Responsible for the visual development and execution of brand communication across digital and print channels.
- Conceptualizing and designing campaigns, key visuals, social media content, motion graphics, and marketing materials.
- Leading creative projects from concept to final delivery while ensuring a consistent brand identity.
- Developing visual storytelling concepts and creative directions with internal stakeholders and external partners.
- Creating photo, video, and motion design assets for performance marketing, employer branding, and brand campaigns.
- Integrating AI-supported workflows and emerging technologies into creative processes.

Graphic Designer

02/2022 — 10/2024

Q/S by s.Oliver, Rottendorf

- Designed all-over prints, placement prints, trims, and graphic concepts for main, capsule, and fast-track collections.
- Created technical documentation in PLM and supported sample evaluation with design and product development teams.
- Developed visual concepts and assets for digital and print marketing channels.
- Collaborated with international suppliers and merchandising teams throughout product development.
- Contributed to trend research, collection development, and creative concept generation.
- Supported a capsule collection with German singer ELIF and contributed to its launch event.
- Contributed to packaging development projects in collaboration with Lidl for multiple special collections.

Freelance Graphic Designer

08/2020 — 09/2020

DAMUR GmbH, Berlin

Developed print designs for DAMUR's 008 #TRAVELWEAR collection, presented at Taipei Fashion Week 2020.

Internship

03/2020 — 07/2020

DAMUR GmbH, Berlin

Supported creative and product development across fashion, branding, and communication — hands-on experience in graphic design, marketing, prototyping, and product development.

EARLY JOBS

Sales Associate

01/2016 — 07/2016

American Apparel, Stuttgart

Concierge

11/2014 — 10/2015

Imperial London Hotel, London

EDUCATION

B.A. Fashion Design

2016 — 2021

HTW Berlin, Berlin

Studied fashion design with a focus on concept development, material exploration, and the relationship between form, body, and communication.