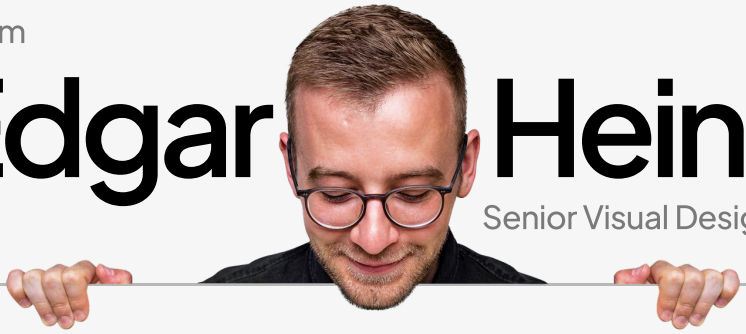
Hi, I'm

Edgar Heinz



Senior Visual Designer

Contact

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Am Schilfpark 12g
21029 Hamburg, Germany

Expertise

Art Direction · Creative Direction · Brand Design · Web Design · Packaging · Print Design · Advertising · Event Design · Illustration · Presentations · Motion Design · Video · Social Media · Vibe Coding

Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere
- Figma
- Claude Code
- Antigravity
- Gemini
- Wix Studio
- Framer
- Pitch

Professional experience

November 2026 – today

Freelance Designer

Self-employed

As a freelance designer, I support companies with everything that makes their brand visible: from brand identity and website to packaging, print, and campaigns. One point of contact for everything, with websites and tools built through vibe coding if needed.

June 2026 – September 2026

Senior Brand Designer

at awork

As Brand Lead, I owned awork's visual identity and drove its continuous evolution, keeping the brand distinctive and recognisable in a crowded SaaS market. I set the art and creative direction across all touchpoints, from ads, web, and sales materials to events and content, and raised the bar for a cohesive, credible brand appearance. With clear guidelines, templates, and hands-on enablement, I empowered the team to create on-brand independently: fast and without design bottlenecks.

December 2023 – May 2026

Design Lead

at halpy

As Design Lead, I was responsible for creative and art direction across all touchpoints: print, digital, and web. I built digital products hands-on through vibe coding (app features, widgets, and more), shot and edited video content, and shaped halpy's social media presence. From first concept to final asset, I owned the company's entire visual output.

January 2021 – December 2023

Senior Communication Designer

at THINKS Design GmbH

As a senior communication designer, I led a small team of working students and interns and coordinated internal as well as external projects, from planning and task distribution to design execution, client meetings, and the complete client communication. I was also responsible for the branding and packaging design of STRYVE, the company's in-house brand, and redesigned and maintained the THINKS Design website.

Languages

German	Native
English	Fluent
Russian	Basic

Education

Bachelor of Arts
Communication Design

University of Applied Sciences
Hamburg, Germany

2011 – 2016

A-Levels
Otto-Hahn-Gymnasium
Geesthacht, Germany

2001 – 2010

April 2017 – December 2020

Communication Designer
at Wunder Mobility

As the first designer in the marketing team, my primary task was to develop a holistic branding and a corresponding guideline for a uniform, authentic, and consistent brand appearance. By introducing an illustration style that was used from then on in apps, websites, ads, and animations, I gave Wunder a distinctive, recognisable look. Beyond that, I was responsible for event design, advertising, web design, merchandise, animations, and presentations, with a growing focus on web design.

March 2016 – July 2017

Startup foundation
for Stickerbuddy

To build a second foothold, I founded a start-up together with two friends. I took on conceptual work on the development and refinement of the business concept as well as all design-related tasks, such as creating the visual identity.

September 2015 – April 2017

Image editing & retouching
at TAM Fashion (mini job)

In a mini job, I handled image editing and retouching for TAM Fashion.

October 2011 – April 2017

After-school care worker
for the AWO at the Katharinenschule Hafencity

During my studies, I worked for the AWO on a freelance basis in the after-school care of the Katharinenschule in Hamburg's Hafencity: supporting children (grades 1–4) through lunch, games, and homework, and later running my own courses for smaller groups, including "Lego architecture", streetball, and drawing.

February 2013 – July 2013

Internship Art Direction
at Jung von Matt/Fleet

During my internship in the creative department of Jung von Matt/Fleet, I developed and visually implemented compelling advertising ideas for well-known clients such as Sixt, GE, Edeka, Zalando, and Daimler. Working closely with the art directors, the creative director, and the management, I gained valuable agency experience.