

Jan Enkelmann

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I am a multidisciplinary creative director and communication designer. I have been working with major design agencies, as well as an independent branding design consultant.

With in-depth understanding of brands, corporate identity and brand communications across all media, I have been successfully leading design teams and programmes for many years.

Applying a holistic view, but also a forensic attention to detail, my strength is to listen and understand to get to the core of each client's brief.

I was instrumental in creating or re-inventing brand identities for Vodafone, Q8, Deutsche Bank, National Grid, RBS, the International Tennis Federation and the Moscow Stock Exchange.

I have developed the wayfinding system for the National Gallery of Ireland, designed the symbol for the London Congestion Charging scheme and published an award-winning book on the secrets of happiness.

Born and educated in Germany, I hold a degree in Communication Design and an MA in European Media.

Education

1996-1998

University of Portsmouth
MA European Media

1994-1998

Merz Akademie, Stuttgart
Dipl. Designer (FH) Communication Design

1991-1994

Johannes-Gutenberg-Schule / Domberger GmbH, Stuttgart
Silkscreen printing apprenticeship (IHK degree)

1981-1990

Eduard Spranger Gymnasium, Filderstadt

References

"Jan is a fantastic thinker, designer, creative and an exceptional photographer. His eye for an idea that links back to insight and evidence is brilliant. He is also a joy to work with."

Cliff Ettridge, Partner, The Team

"Extremely good creative lead who really pushes creativity and strategy to the next level."

Alex Blondin, Head of Digital, Fin International

Experience

Since Jan 2020

Freelance design and brand consultancy

Prophet, Brandpie, Bladonmore, Industry Branding, Keel, Perq Studio, Astound, Gyro, Flag Communications, London
Brand identity and communications projects

Jun 2017 - Dec 2019

Creative Director

Fin International, London

Brand identity, communications and campaigns for J.P. Morgan, MSCI, Deutsche Börse, Thomson Reuters, IPM, Fidelity and HSBC

Feb - May 2017

Design Director (freelance)

Siegel + Gale, London

Clients include Sainsbury's, Aveva and Ithra

Dec 2012 - Feb 2017

Lead Creative

The Team, London

Branding and brand communications for RBS, BP, Capita, National Grid, Go-Ahead and Allianz

Apr - Dec 2012

Design Director / Branding Consultant (freelance)

Circle Brands, Precedent, Dragon Rouge, London

Brand identities for Q8, Allied Oil, and the Moscow Stock Exchange

Feb 2010 - Mar 2012

Creative Director

Clarus, London

Branding, corporate communications and campaigns for the International Tennis Federation, Jordan International Bank, England and Wales Cricket Board, Permira

Nov 2008 - Feb 2010

Design Director (freelance)

JKR, Precedent, Fitch, London

Branding and identity projects for HSBC, Standard Life, Honda and the University of Hull

Nov 2007 - Oct 2008

Design Director

Fortune Street, London

Corporate identity and brand communications.

Clients include Moscow Stock Exchange, ESOMAR and Noble

Aug 2005 - Nov 2007

Senior Designer > Design Director

The Brand Union, London

Corporate identity and brand communications.

Clients include Vodafone, DHL, Aegon and Schroders

Apr - Aug 2005

Senior Designer (freelance)

Springer + Jacoby, London

Sales literature for Mercedes-Benz and BP

Oct 2000 - Jan 2005

Designer > Senior Designer

Henrion Ludlow Schmidt, London

Branding, corporate identity and wayfinding projects.

Clients include Mercedes-Benz, National Gallery of Ireland, ARAG and Roche Diagnostics

Jan 1999 - Sep 2000

Junior Art Director

Schwerzmann & Team, Stuttgart

Brand communications. Clients include Mercedes-Benz, Schärff, Zumtobel and Egon Zehnder International