

As a consultancy for effective brand management, Hotz Brand Consultants empowers leading companies at home and abroad to set and achieve corporate strategic goals with the power of the brand.

Combining outstanding strategic and creative expertise in a powerful way is our unique ability. Our experts in strategy, management and design enable our clients to achieve groundbreaking results in value-adding fields within the shortest possible time – and thus to successfully develop their business.

We question and redesign conventional brand thinking – with an absolute focus on creative excellence and the measurability of the success of our work. We love big ideas and solutions that inspire and move. For our agile and solution-oriented Experience Team, we are looking for exactly you, immediately or by arrangement:
an imaginative and strong

Senior Brand Experience Designer

(m/f/d) 80–100%

The persona As a Senior Experience Designer, you will be responsible for the conception and development of unique, creative and effective brand experiences as the direct contact person for our strategists and external clients. This includes branding concepts as well as service design solutions or strategy initiatives that mobilise the employees of our clients.

The responsibility

- Intensive analysis of the clients and their strategy and objectives
- Development and realisation of unique brand experiences, e.g. in the form of brand design concepts, service design concepts, motion concepts, storytelling in text and (moving) images as well as prototypical solutions.
- Collaborating with multidisciplinary teams of Hotz Brand Consultants and our sister companies in the Brand Leadership Circle to develop hypotheses, conduct research and analysis, and formulate effective and actionable recommendations for clients
- Develop and deliver exceptional physical workshop meetings as well as efficient and productive digital workshops with appropriate tools
- Present findings and recommendations to clients and lead large team discussions

1 / 2

- The requirements**
- At least 8 years of hands on experience in brand, service and experience design in leading agencies or studios
 - Clear position on good design and effective experiences including the ability to articulate and exemplify them
 - Confident in the use of common design development, motion production, presentation and prototyping tools including Figma, Sketch, Adobe Creative Suite, Miro and Powerpoint
 - Excellent self-management skills and ability to remain calm under pressure
 - Passion for innovation and craft as well as experimenting with new technologies, including virtual reality

- The skills**
- Curious and creative mind with the ability to find inspiring and sustainably effective solutions based on strategic starting points and insights
 - Equal enthusiasm for developing big ideas as well as pragmatically implementable solutions
 - Resilience in creating meaningful and memorable experiences that clearly express the value proposition of a brand
 - Positive attitude that fosters teamwork and the belief that great things are only possible when people with different skills and perspectives work seamlessly together.
 - High resilience and perseverance despite obstacles and resistance

If the role and responsibilities described above excite you and you have the necessary qualifications and skills, we would be very happy to hear from you and meet you in person.

2 / 2

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Member of the
Brand Leadership Circle

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