

# AN OUNCE OF STYLE EQUALS A BAG OF TRICKS

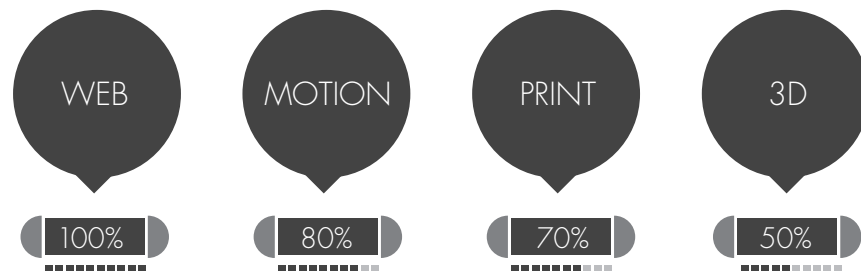
## General Information

Zinario represents the Portfolio Frederik Massmann, Art Direction Interactive, Multimedia-Producer Diploma SAE, Berlin based. I like good style, challenging projects and individual client solutions.

Whether you may be in need of exceptional conceptual, design or development work, plan to set up a new Online business, E-Commerce Solution, Online-Portal, Community - Platform, Corporate Website, Social Media Representations, Display Campaigns or other, Zinario is the versatile media partner for you to take into consideration.

Due to over a decade of professional experience in the rapidly changing online industry, you and your business will hugely benefit from our wide range of specialized capabilities. Me and my team of skilled freelance programmers will be pleased to create personalized and unique online - solutions that suit your demands to the fullest degree, in order push your business to the next level.

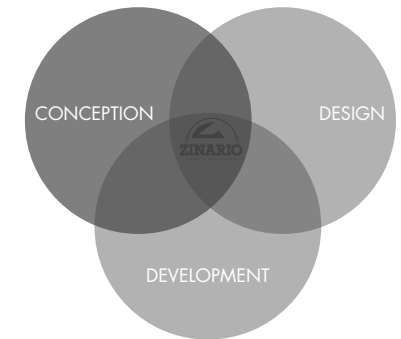
## Fields of Dedication



## › Conception

The better the planning, the even better the outcome, structured project guidelines help to prevent unnecessary steps and costs.

- › Business / Target-Group Analysis
- › Online Business Strategy Definition
- › Technical Solution Research
- › Mockups / Wireframing/ Benchmarking
- › Information Architecture Definition
- › Final Technical & Design Conception



THINK | WORK | DELIVER

## › Design

Form follows function, each project follows its own graphical principles.

- › Creative Conception
- › Moodboards, Look&Feel Generation
- › User Interface Design
- › Game Interface Design
- › Display Campaign Design
- › Mobile App Design

## › Development

We develop unique and individualized coded solutions for your particular task.

- › Prototype / Clickdummy Production
- › Front- / Back-End Development
- › Database Development
- › Content Management Systems
- › E-Commerce Systems
- › Mobile App Development

# OBSTACLES ARE WHAT YOU SEE WHEN YOU LOSE TRACK OF YOUR GOALS & DREAMS

## Memorable Projects

**Sony-Europe.com** - Online Adaption of Sony Style Magazine, various Portal Designs, Microsites, Product Specials (Mobile Phones, Camcorder, Walkman, etc) (@ ID Media), **West McLaren Mercedes** with the legendary Formular-One Pilots **Mikka Hakkinen** and **David Coulthard**, **West Honda Pons Moto GP** with brazilian rider **Alex Barros** and the italian stallion **Loris Capirossi** (@ ID Media), **Ferrero Milchschnitte** with german Boxing Legends **Vladimir** and **Vitaly Klitschko** (@ AimagRappStolle Interactive), **Nutella Online** with parts of the german national soccer team: **Arne Friedrich**, **Kevin Kuranyi**, **Torsten Frings** etc (@ AimagRappStolle Interactive), **Comedy Central Promo** Special with german Comedy Acts such as **Mundstuh**, **Knacki Deuser**, etc (Freelance), **MTV Tune-Inn Flash** Microsite promoting special **MTV Pay-TV Channels** (Freelance), **Siemens Gigaset Easy 360** Microsite with several european versions (Freelance), **brands4friends** designed by fashion contest with wellknown german fahsiondesigner **Michael Michalsky** (Freelance), **brands4friends fashionzeitreise** featuring testimonials as **Katja Flint**, **Mariella Ahrens**.

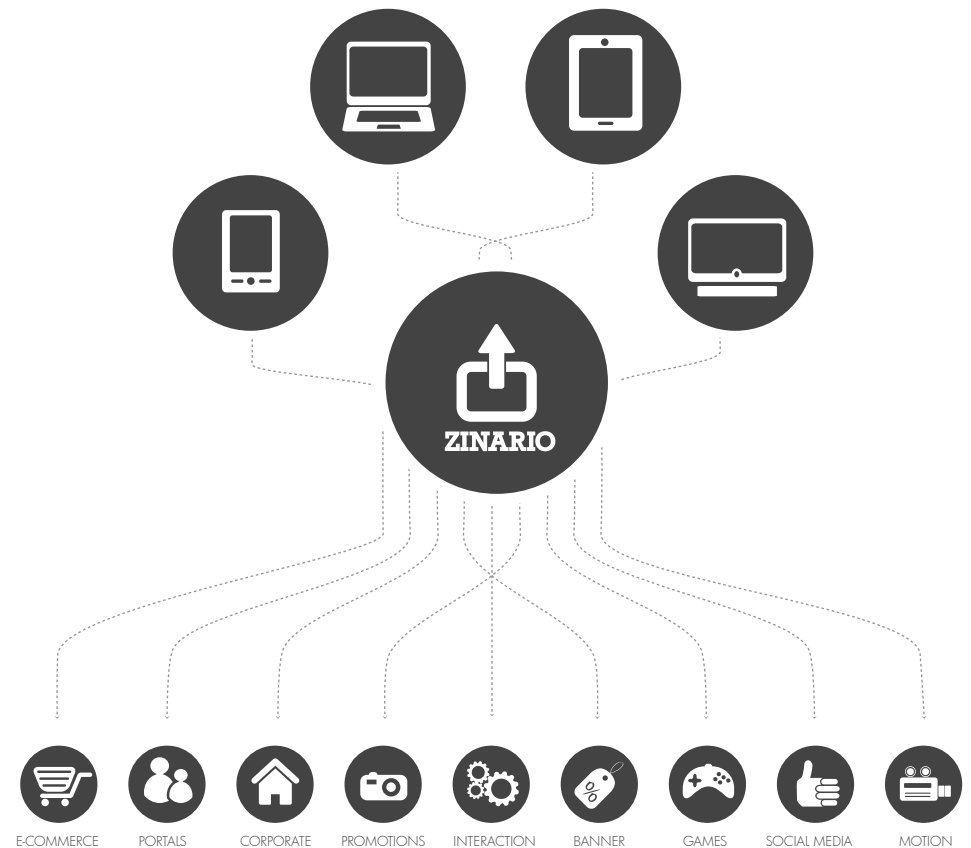
## Clientwork

**Startups:** Brands4friends\* • Givanto\* • Yoc-AG\* • Babbel\* • DoorFID\* • Friendsurance\* • Foundfair Ventures\* • Startup Partners Africa\* • MIH Ventures\* • Returbo Shops\*

**Agencies:** ID-Media AG (Hamburg)\*\* • Aimag-Rapp-Stolle Interactive (Berlin)\*\* • Saatchi & Saatchi (Frankfurt)\* • RappCollins (Hamburg)\* • Kemper & Trautmann (Hamburg)\* • Grabarz und Partner (Hamburg)\* • MTV Networks (Berlin)\* • ZDF-Digital (Mainz)\*

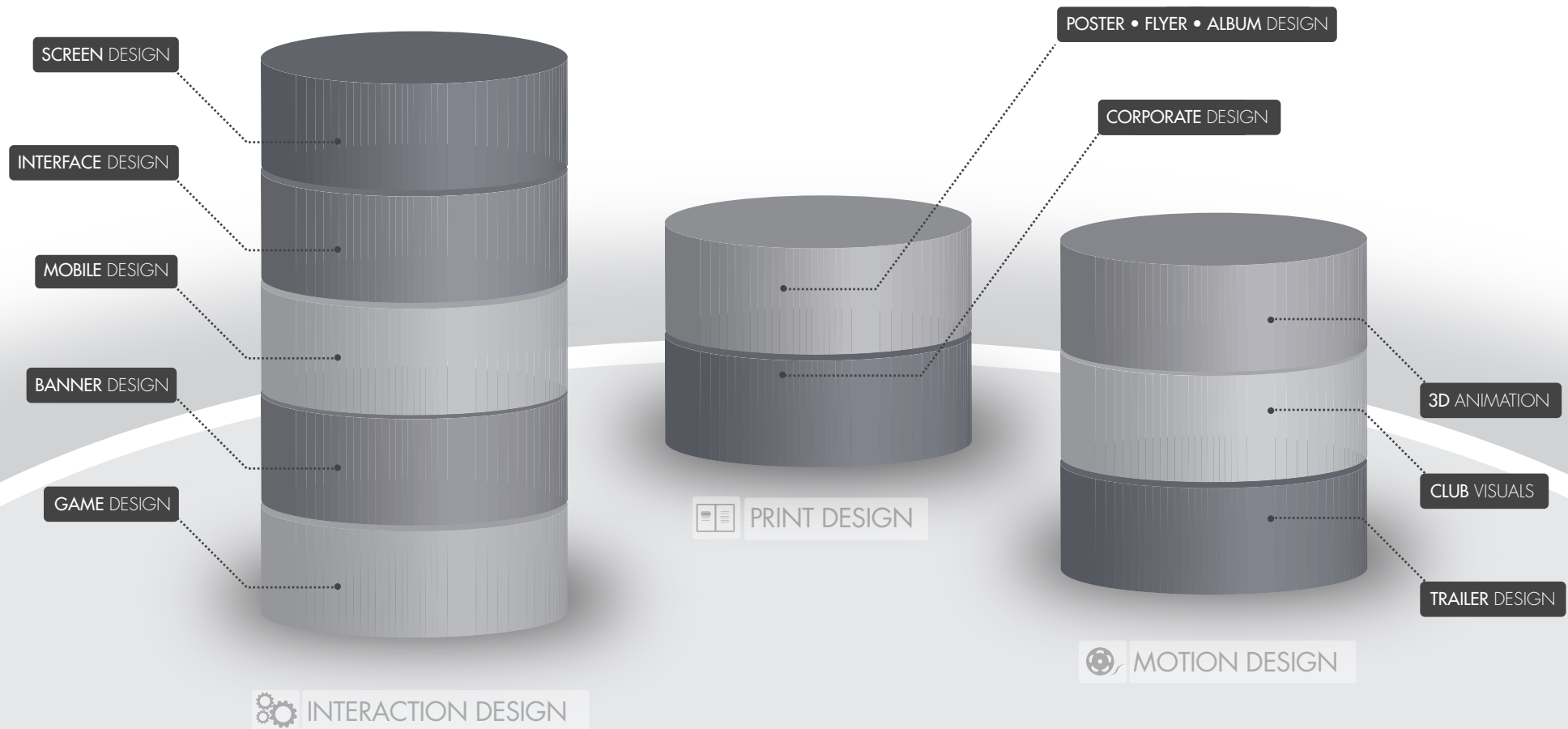
**Companies/Brands:** Asics\*\* • Blend-A-Med (Procter&Gamble)\* • Fraport AG\* • Heineken\*\* • Fishermans Friend (Lofthouse)\*\* • Hüls\*\* • MTV\* • Comedy Central\* • Viva TV\* • Sony-Europe\*\* • Sony-Ericsson\* • Siemens Gigaset\* • Simyo\*\* • Serie 17 (Opal Films)\* • Ramazzotti (Pernot Ricard)\* • Milchschnitte (Ferrero)\*\* • Nutella (Ferrero)\*\* • Visa\* • VW\* • West Cigarettes (Reemtsma)\*\* • Native Instruments\* • Network Movie\* • Wasabi Films\*

(Freelance:\* | Employed:\*\*)



# FIELDS OF DEDICATION

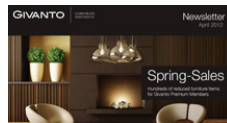
## OVERVIEW OF MOST COMMON TASKS



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## References | Overview

Zinario offers a wide range of capabilities for your particular tasks and project-specific demands. Featured work displays typical approaches in the individual matter. In case you may need further examples of work from the past years, please don't hesitate to contact me.



### > ONLINE PORTAL DESIGN

Conception, Design and Development of Online Portals



### > ONLINE SHOP DESIGN

Conception, Design and Development of Online Shops



### > CORPORATE WEBSITE DESIGN

Conception, Design and Development of Corporate Websites



### > LANDINGPAGE DESIGN

Conception, Design and Development of Landing-pages



### > MICROSITE DESIGN

Conception, Design and Development of Microsites, Product-Specials, Social Media



### > GAME DESIGN

Conception, Design and Development of promotional Browser-Games



### > BANNER / DISPLAY DESIGN

Conception, Design and Development of Display Campaigns



### > POSTER/FLYER DESIGN

Design of Posters/Flyer/ Promo-CDs for various Events



### > MOTION DESIGN

Conception, Design and Development of Video Content, Trailer, Educational, Animation



PROJECT	GIVANTO CORPORATE BENEFITS PORTAL WEBSITE
SUBJECT	SPECIAL COMPANY DISCOUNT PORTAL
CLIENT	SPIRIT OF REWARDS GMBH
AGENCY	ZINARIO   CONCEPTION, DESIGN,
COMMENTS	CODING BY AKRYL (HAMBURG/BEIJING)



> PROJECT	DESIGN OF BEANBAG SHOP
> SUBJECT	E-COMMERCE
> CLIENT	RETURBO GMBH
> AGENCY	ZINARIO DESIGN
> COMMENTS	FRESH, LEAN AND CLEAN DESIGN





> PROJECT	DOORFID USER INTERFACE DESIGN
> SUBJECT	RFID CHIP CARD EXPERTS
> CLIENT	DOORFID GMBH
> AGENCY	ZINARIO DESIGN
> COMMENTS	VERY INVENTIVE STARTUP





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SUBJECT	SPECIAL COMPANY DISCOUNT PORTAL
CLIENT	SPIRIT OF REWARDS GMBH
AGENCY	ZINARIO   CONCEPTION, DESIGN,
COMMENTS	CODING BY AKRYL (HAMBURG/BEIJING)





PROJECT	SIEMENS GIGASET E360 FLASH MICROSITE
SUBJECT	SPECIAL PHONE FOR OLD AGED PEOPLE
CLIENT	RAPP COLLINS HAMBURG GMBH
AGENCY	ZINARIO DESIGN / CONCEPTION / CODING
COMMENTS	SEVERAL EUROPEAN LANGUAGE ADAPPTIONS





PROJECT	SONY ERICSSON SHAKE YOUR CITY MICROSITE
SUBJECT	SPECIAL SHAKEABLE MP3 PHONE VIRAL SITE
CLIENT	SAATCHI & SAATCHI, FRANKFURT
AGENCY	ZINARIO   CONCEPTION, DESIGN, CODING
COMMENTS	SHAKE YOUR PHONE TO GET TO THE NEXT TRACK

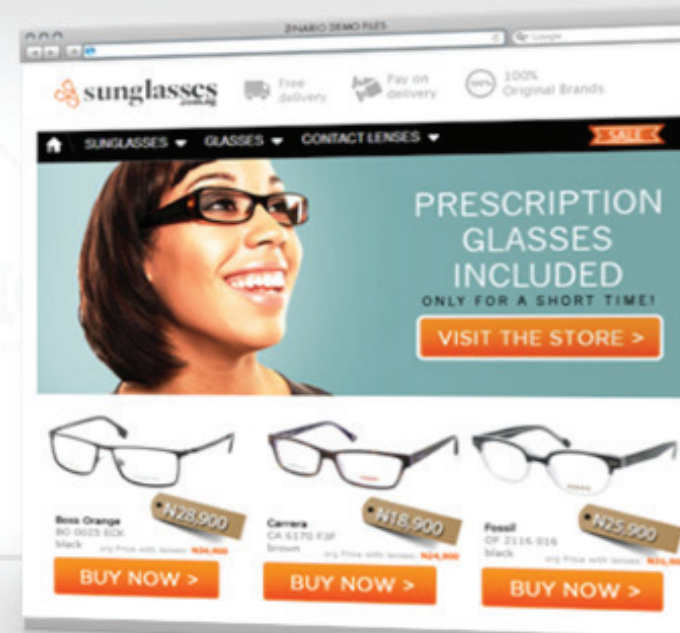


> PROJECT	FRAPORT SHOP&WIN PROMOTIONS
> SUBJECT	QUARTERLY PROMOTION FOR DUTY FREE OFFERS
> CLIENT	SAATCHI&SAATCHI, FRANKFURT
> AGENCY	ZINARIO DESIGN / CONCEPTION /FLASH CODING
> COMMENTS	CODINGPARTS BY TONITONE, BERLIN



> PROJECT	FRIENDSURANCE DISPLAY ADS
> SUBJECT	SPECIAL INSURANCE OFFERS FOR GROUPS
> CLIENT	ALECTO GMBH
> AGENCY	ZINARIO DESIGN / CONCEPTION / CODING
> COMMENTS	RISING STARTUP WITH HUGE BUSINESS CONCEPT

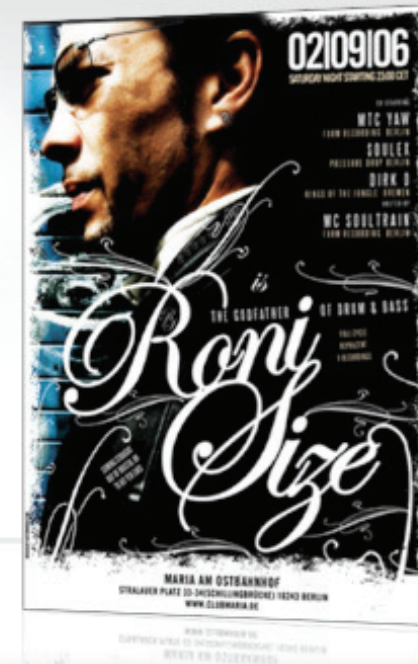




> PROJECT	VARIOUS DISPLAY ADS FOR AFRICAN STARTUP
> SUBJECT	E-COMMERCE
> CLIENT	STARTUP PARTNERS AFRICA GMBH
> AGENCY	ZINARIO DESIGN / CONCEPTION
> COMMENTS	BERLIN STARTUPS START SPREADING THE WORLD



> PROJECT	VARIOUS DISPLAY ADS FOR AFRICAN STARTUP
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> AGENCY	ZINARIO DESIGN / CONCEPTION
> COMMENTS	BERLIN STARTUPS START SPREADING THE WORLD



- PROJECT VARIOUS FLYER/POSTER FOR BIG CLUB EVENTS
- SUBJECT EVENT-DESIGN, POSTER, FLYER, VISUALS
- CLIENT BOOGIETRAIL ENTERTAINMENT, BERLIN
- AGENCY ZINARIO DESIGN AND VISUALS
- COMMENTS SOUND DESIGN IS ONE OF MY FAVOURITES

Thank you for your attention!

I hope you enjoyed this brief encounter of the works and methods of Zinario. In case you may need further information, additional reference screens or other, please don't hesitate to contact me. I will be pleased to help you out.

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