

Sophie Charlotte Andresen

Global Head of Creative | sophieandresen@gmail.com | scandresen.com | Swiss & German National based in London, UK

Strategic and creative brand leader with over 12 years of experience across fintech, publishing, and motion picture industries. Proven track record in global brand strategy, creative team leadership, performance marketing and multi-market execution. Expert in scaling brand awareness, redefining visual identity systems, and driving business impact through innovative, tech-forward design approaches and workflows using Artificial Intelligence.

Work Experience

Global Head of Creative Jul 2025 – Present

CLARK - Insurtech, London, UK

- Leading a 8-person creative team of designers, content specialists and copywriters across three key markets (DE, UK, CH).
- Partnering closely with Product, Growth, and Country Leadership to align creative vision with business and revenue goals.
- Bridging brand & performance by ensuring creative output is high-quality, on-brand, and conversion-driven across paid and organic channels.
- Leading brand positioning, rollout, and growth of TOM & POLLY brands in the UK market, including web, app, CRM, and social ecosystems.
- Developing and executing major cultural partnerships (Matchroom, Soccer Aid UNICEF) as well as lead alternative marketing formats such as a company podcast to drive brand awareness and category differentiation.
- Leveraging an in-house AI-powered creative workflow that increased iteration speed 2–3x, improved performance marketing efficiency, and repositioned creative as a scalable growth lever.

Global Head of Brand & Design 2023 - 2025

CLARK - Insurtech, Berlin, Germany

- Directed brand strategy and creative execution across all markets.
- Led full CLARK multi-country rebrand, contributing to a 32% increase in brand recognition and EUR 135M+ revenue in 2023.
- Introduced AI-driven creative workflows (Midjourney), reducing creative production time by 38%.
- Managed cross-market creative team of 3–7 with sprint-based delivery systems.

Brand Design Lead 2021 - 2023

CLARK - Insurtech, Berlin, Germany

Senior Brand Designer 2020 - 2021

CLARK - Insurtech, Berlin, Germany

Editorial Designer 2019 - 2020

Gestalten Verlag

Designed editorial layouts and visual content for various publications (for Highsnobiety and Monocle among others) ensuring alignment with brand aesthetics and editorial standards.

Brand Designer 2018 - 2019

Outset Contemporary Art Fund - Berlin, Germany

Freelance Creative Director 2013 - 2019

NEUROMAENCER - Berlin, Germany; Los Angeles, USA; Zurich, Switzerland

- Film & Entertainment Industry: Collaborated with directors and production teams on concept development for major film projects, including Ghost in the Shell (DreamWorks Studios, Los Angeles), delivering high-impact sci-fi world-building and visual treatments.
- Automotive Advertising: Developed pitch concepts for television commercials for luxury automotive brands such as Lamborghini, Porsche, and BMW — focusing on storytelling, visual identity, and high-fidelity pitch design.

- Experiential & Exhibition Design: Curated the Mobility of the Future module for Swiss Federal Railways (SBB), leading end-to-end concept development, hiring and managing a team of five concept artists, and overseeing delivery of immersive physical installations.
- Public Speaking & Facilitation: Speaker at 3D Connector Conference (Croatia Design Week, Zagreb) and workshop host at League of Leading Ladies Conference (Interlaken, Switzerland).
- Brand Innovation & Thought Leadership: Served as expert and facilitator at the GDI Institute Switzerland for Swatch, leading workshops and panel discussions on future-forward brand thinking and experience design.

Education

SRH Berlin School of Design and Communication Berlin, Germany
Bachelor's Degree in Communication Design 2016 - 2019
GPA: 4.0/4.0 | Thesis: The Violent Room: Experiential Design of Solitary Confinement

University of Zurich Zurich, Switzerland
BA Studies: Social Anthropology (Major), Political Science (Minor) 2011 - 2013

University of Zurich Zurich, Switzerland
BA Studies: Law (Major), Art History (Minor) 2010 - 2011

Skills

Brand Strategy - Creative Leadership - Cross-Functional Team Management - Fintech & App-Based Product Branding - Commercial Campaign Development (Socials, TV, Digital, Print) - Agency & Stakeholder Collaboration - Adobe Creative Suite - Figma - Midjourney, Nano Banana Pro, Gemini, ChatGPT, Krea.ai - Microsoft Office and Google Workspace - AI in Design & Process Automation - Multilingual Communication (EN, GER, FR, SUI).

Certifications

Harvardx 2022
Exercising Leadership: Foundational Principles

Awards

German Junior Agency Award 2019
Winner, Public Choice. Client: Aktion gegen den Hunger

References

Available upon request

Case Studies & Portfolio

LinkedIn

scandresen.com/work

linkedin.com/in/scandresen/