



## Thomas Heidtmann

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Germany

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# About me



CREATIVE PRODUCER  
3D ARTIST  
VISUAL DESIGNER  
MEDIA ARTIST

I lead creative productions utilising the real-world metaverse, from spatial installations to mixed reality and interactive experiences, as well as video content creation and more traditional productions for online and print. Working with cross-disciplinary teams, I help navigate creative challenges and ignite enthusiasm for possibilities while delivering against brand and business objectives.

With over 13 years of experience in both large and small scale productions, I have learned that successful projects begin with well-structured communication and planning in order to execute a larger vision. Focus and clarity are key to unlocking creativity during the entire production process. As an artist myself, I understand the creative journey benefits from this and is more enjoyable for everyone involved, which ultimately affects the outcome of the project.

I thrive in projects where my creative mind meets my organisational talents. I am passionate about art, design, gaming, new technologies and science (fiction). I love to conceptually, aesthetically and technically drive a project from start to finish.

# Skills

## PROFESSIONAL

### CREATIVE

Creative/Art Direction  
Creative Conception

### Experience Design

Spatial Design  
Visual Design  
Graphic Design  
Editorial Design  
Webdesign  
Illustration  
Brand&Identity  
3D Graphics  
Fine Arts / New Media Art

### Interactive Installations

Art Exhibitions

### XR

### PRODUCTION

Briefing  
Scope Planning

### Game Production

Budget Management

### Project Management

Controlling  
Resource Planning  
Risk Management  
Production Experience  
Client Communication  
Project Implementation

## SOFT

### GENERAL

Friendliness  
Empathy  
Analysis / Analytical Thinking  
Creativity  
Detail-oriented

### Creative Problem Solving

Motivated  
Collaboration  
Communication

### Coordination

Public Speaking  
Presentations  
Team Management

### Team Leadership

Lecturing  
Event Management

## TOOLS

### DESIGN

●●● Adobe Photoshop  
●●● Adobe Illustrator  
●●● Adobe InDesign  
●●● Blender  
○○● Substance Painter  
○○● Unity  
○○● Unreal  
○○● Adobe Premiere  
○○● Adobe After Effects  
○○● Figma  
○○● Webflow  
○○● Cinema4D  
○○● Autodesk 3ds Max

### PRODUCTIVITY

Microsoft/Google products  
Asana  
awork  
Notion  
Monday  
Wrike  
Trello  
Jira  
Slack  
Miro  
MOCO  
Git/Perforce

## LANGUAGES

### LANGUAGES

●●● German  
●●● English  
○○● French

### CODING

○○● HTML/CSS  
○○● C#

## EDUCATION

### DEGREE

Fine Arts  
University of Arts Berlin

●●● Expert  
○○● Advanced  
○○● Beginner

# Résumé

## SENIOR CREATIVE PRODUCER

**flora&faunavisions | Full-time**  
**Mar 2023 – Mar 2024 | Berlin, Germany**

I was in charge of the entire project lifecycle, from conceptualization to implementation. This involved scoping, budget management, collaborating with project partners, and managing client relationships. I coordinated both artistic and technical elements of interactive installations and media content productions.

As a key point of contact, I managed information flow within the project team and interacted with external stakeholders, while maintaining clear documentation and providing regular updates to relevant stakeholders. I was responsible for planning and monitoring production processes, ensuring that deadlines were met, and all aspects of the project were on track. This involved coordinating briefings, obtaining approvals, managing resources efficiently, controlling all processes to ensure they aligned with the budget, constantly updating project budget evaluations, and managing cash flow.

My projects and clients include:

100 Years BMW Motorrad, Berlin, Germany | Experience Hub 2.0, Deutsche Telekom, Bonn Germany | JOMO statt FOMO at OMR23, Techniker Krankenkasse, Hamburg, Germany | Day of German Unity 2023, Federal Press and Information Office – Federal Government, Hamburg, Germany | Eleven Eleven Club Berlin, Germany

## CREATIVE PRODUCER

**TAMSCHICK MEDIA+SPACE | Full-time**  
**Jul 2022 – Mar 2023 | Berlin, Germany**

In my role, I had full project responsibility with regard to budget, creation, project partners, and clients during the realization of interactive installations and media scenography. This included the planning and monitoring of production processes such as deadlines, briefings, approvals, resource planning, etc. It involved budget responsibility by means of controlling all processes, and the permanent update of project budget evaluation and cash flow, including reporting to CEO / Financial Controller.

My responsibilities were researching and booking suitable personnel, obtaining and commissioning offers, as well as internal and external communication. I helped with the preparation of presentations for the CD and CEO, protocols, invoice monitoring, and held presentations myself such as at the Markenfestival in Duesseldorf, Germany.

I was the lead producer to help win a large tender for the revamp of a sound and light show at a world-renown monument in Egypt.

My projects and clients include:

Game Cube (in-house), Berlin, Germany | American Museum of Natural History, New York, USA | Natural History Museum Abu Dhabi | German Football Museum, Dortmund, Germany

## CREATIVE PRODUCER

**kids creative agency | Freelance**  
**Dec 2018 – Jun 2022 | Berlin, Germany**

I led the production of multiple tailored experiences from concept to completion, both virtually and in physical spaces. These projects included designing immersive environments, developing interactive VR applications, executing website takeovers, and overseeing photo and video shoots for social media platforms, covering both pre-produced and live content.

My key tasks included scouting and managing talent, sourcing locations and production partners, creating detailed project plans, managing budgets, and serving as the communication hub between teams. Additionally, I handled stakeholder presentations, supervised on-site construction and setup, and coordinated live shoots to ensure seamless execution.

I was responsible for projects with Nike and Zalando:

Nike XR Metaverse Experience | Big Air with GO at Melt Festival, Germany | Nike Air Max 720 Launch, Custom Delivery Experience | The Feeling of Air, Digital Customer Journey | Nike x Zalando Live Yoga Online Sessions

# Résumé

## FOUNDER

**SPARTH | Freelance | Sep 2017 – Jun 2022 | Berlin, Germany**

Started in 2017, SPARTH is a Berlin-based initiative examining relationships between space and art, with activities across the globe and beyond. Its mission is to foster an environment for exchanging and stimulating new ideas. SPARTH develops events such as community meetings, hackathons and conferences to investigate the artistic, technological and biological implications for the human species in the ascending age of space travel and virtuality.

As SPARTH, I organised in 2021 The Space Race Conference – Moon, Mars Futures in cooperation with Stiftung Planetarium and Berlin Senate Department for Culture and Europe in 2021. In 2017 I invented the world's first space-art hackathon in cooperation with Goethe-Institut in Bangalore, India.

## CO-FOUNDER / BOARD MEMBER

**Lacuna Lab | May 2015 – Feb 2022 | Berlin, Germany**

Lacuna Lab e.V. is a Berlin-based Non-Profit-Association founded in 2015. It consists of a multidisciplinary collective and studio, located in the heart of Kreuzberg. The mission is to promote cultural exchange and explore future visions by bringing together people from different backgrounds and professions and combining their skills and methodologies. Members of Lacuna Lab are active practitioners coming from arts, creative coding, interaction design, music, writing, technology and science.

At Lacuna Lab, I have been responsible for general e.V. work and multiple exhibitions and residencies, such as "A Vital Piece of Information – Fragments of a Greater Context" (2019), "Serious Sparkles. An Inquiry into Artificial Stupidity" (2017) both in the frame of Vorspiel / transmediale & CTM, and "Lacuna Lab: Activation" at Spektrum in 2016.

## CREATIVE PRODUCER / 3D ARTIST / VISUAL DESIGNER

**Freelance | Oct 2010 – Present | Berlin, Germany**

With over 13 years of experience in projects of various scales, I have worked on creative productions utilising the real-world metaverse, from spatial installations to mixed reality and interactive experiences, as well as video content creation and more traditional productions for online and print.

Clients range from sports, fashion and culture to technology and engineering:

Nike, Zalando, Ramboll Group, SAP Germany, KNX, Kulturprojekte Berlin, Venice Biennale, Federal Ministry of Economics and Technology (Germany), Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (Germany), Deutsche Kinder- und Jugendstiftung, Deutschland sicher im Netz e.V., Deutsche Gesellschaft für Internationale Zusammenarbeit, Rumänisches Kulturinstitut, and more.

## MEDIA ARTIST

**Freelance | Oct 2010 – Present | Berlin, Germany**

My works have been presented internationally in the frame of festivals such as Ars Electronica (2020), Vorspiel / transmediale & CTM (2021, 2018, 2017), Milan Design Week (2019), UnBox Festival (2019), Bengaluru Fantastic (2017), ISEA Hong Kong (2016) and Retune Festival (2016). I was involved in projects at Fundació Joan Miró (2017) and Hamburger Bahnhof (2011).

Additionally, I lectured at institutions such as Srishti Institute (2017), Goethe-Institut Bangalore (2017) and Martin-Gropius-Bau (2016). In 2021 I was appointed Ambassador of Change for the Creative Hubs Network of the European Union. In February 2022 one of my artworks went into space onboard the International Space Station as part of the Moon Gallery project.





COMMISSIONED BY  
**Nike / Zalando**

ROLE  
**Creative Producer**

PRODUCED BY  
**kids creative agency**

YEAR  
**2021**

BRIEF  
What would a future-facing, vibrant, joyful and youthful online yoga session in a virtual world full of imagination look like? We developed two XR worlds that explore a playful, provocative and inclusive approach to sports.

RESPONSIBILITIES  
art direction, talent scouting, project planning and management, budgeting, communication between production partners, presentations for client



# Nike XR Experience





# Big Air with GO: Combining an art installation with VR at Melt Festival

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COMMISSIONED BY  
Nike / Zalando

PRODUCED BY  
kids creative agency

ROLE  
Creative Producer

YEAR  
2019

LINK  
[click here](#)

BRIEF  
In just a month, we custom-built a 350m<sup>2</sup> VR experience during Melt Festival to open a space of creative discovery where art, form and function collide. Content from the festival was used for the social media channels of Zalando.

RESPONSIBILITIES  
project planning and management, production partner scouting and coordination, budgeting, on-site construction supervision





**Big Air with GO: Combining an art installation with VR at Melt Festival**





# Go bigger with Nike Air Max 720



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COMMISSIONED BY  
Nike / Zalando

PRODUCED BY  
kids creative agency

ROLE  
Creative Producer

YEAR  
2019

## BRIEF

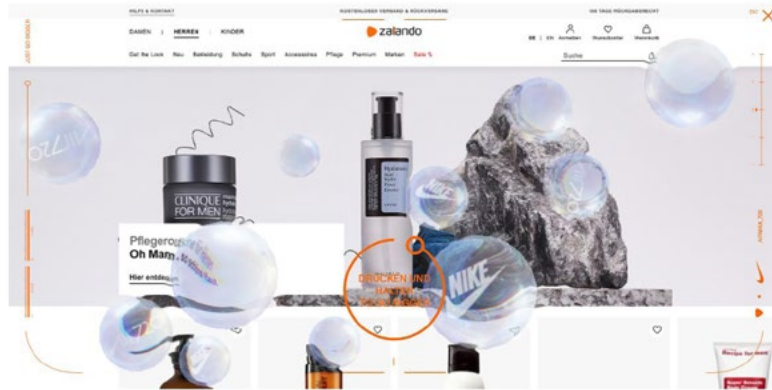
Can we reinvent the way sneakers get delivered? We created a delivery experience that feels personal and exciting for loyal customers in Zalando's network. The whole experience was shared through social media.

## RESPONSIBILITIES

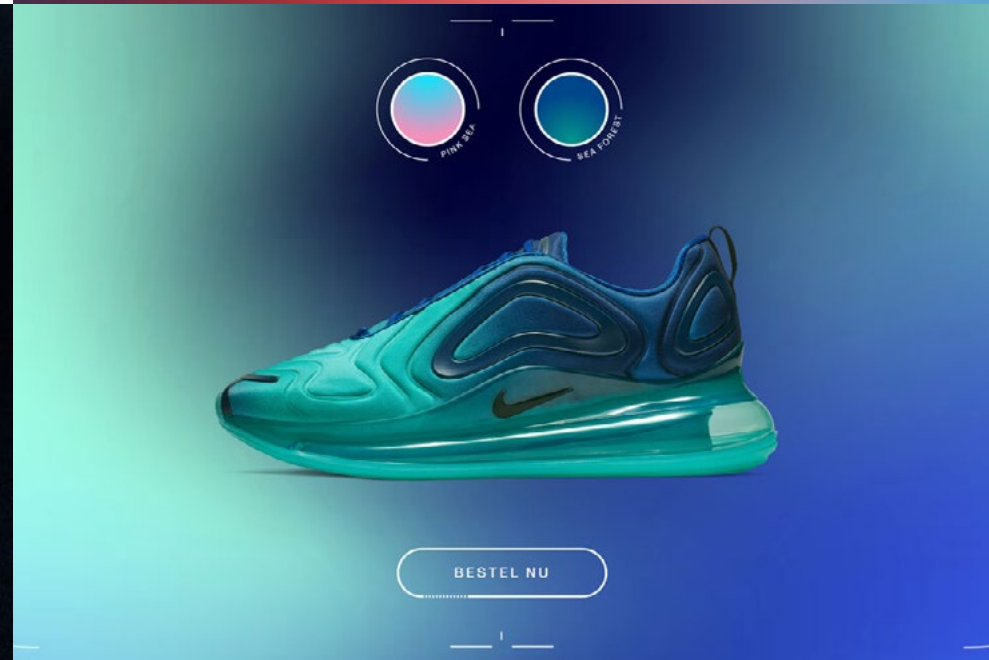
project planning and management, production partner scouting and coordination, budgeting, presentations for client



# The feeling of air through your screen



1/1



COMMISSIONED BY  
Nike / Zalando

PRODUCED BY  
kids creative agency

ROLE  
Creative Producer

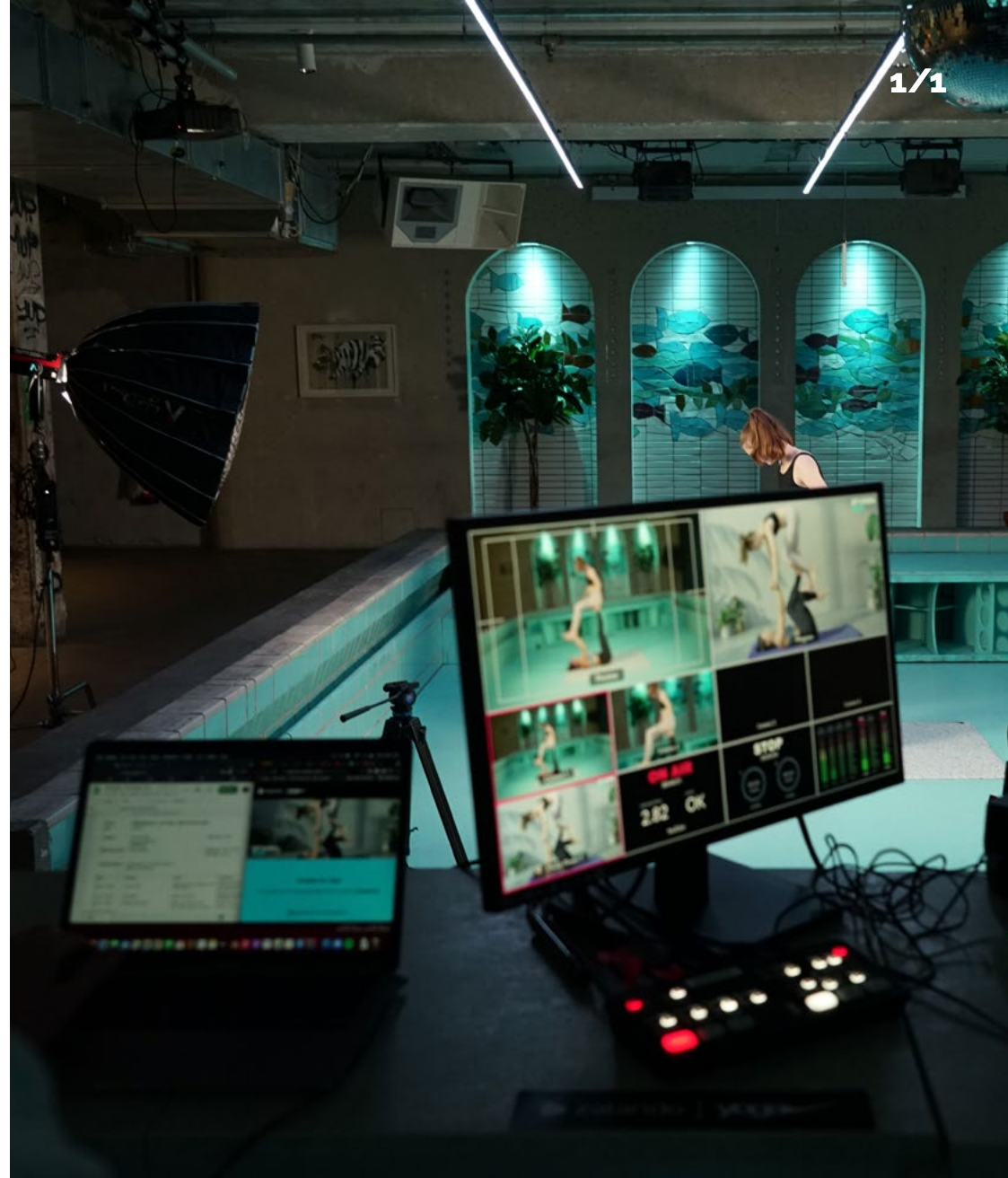
YEAR  
2019

BRIEF  
The goal was to make customers feel AIR through a digital customer journey experience. An interactive overlay for Zalando's website in 5 different languages was developed and a unique custom sneaker box for 500 special customers.

RESPONSIBILITIES  
project planning and management, production partner scouting and coordination, budgeting, communication between production partners



# Nike x Zalando Live Yoga Sessions



COMMISSIONED BY  
**Nike / Zalando**

PRODUCED BY  
**kids creative agency**

BRIEF  
To reach customers during the pandemic, a live streaming yoga format was developed. With changing locations, yogies and DJs the experience was kept varied and exciting. The sessions were streamed live on Zoom and YouTube.

RESPONSIBILITIES  
live shooting supervision, talent management, project planning and management, budgeting, coordination of production partners, location scouting

ROLE  
**Creative Producer**

YEAR  
**2021**

LINK  
[click here](#)



# JOMO statt FOMO at OMR Festival



COMMISSIONED BY  
Techniker Krankenkasse

PRODUCED BY  
florafauvisions

ROLE  
Senior Creative Producer

YEAR  
2023

LINK  
[click here](#)

BRIEF  
We created a relaxing, immersive space around the theme of "JOMO statt FOMO" - the joy of missing out. Heartbeats and breathing patterns guide visitors through an interactive audio-visual experience designed to help them unwind.

RESPONSIBILITIES  
project planning and management, budgeting, controlling, talent scouting, tech evaluation, communication between production partners, presentations for client, on-site supervision



# JOMO statt FOMO at OMR Festival

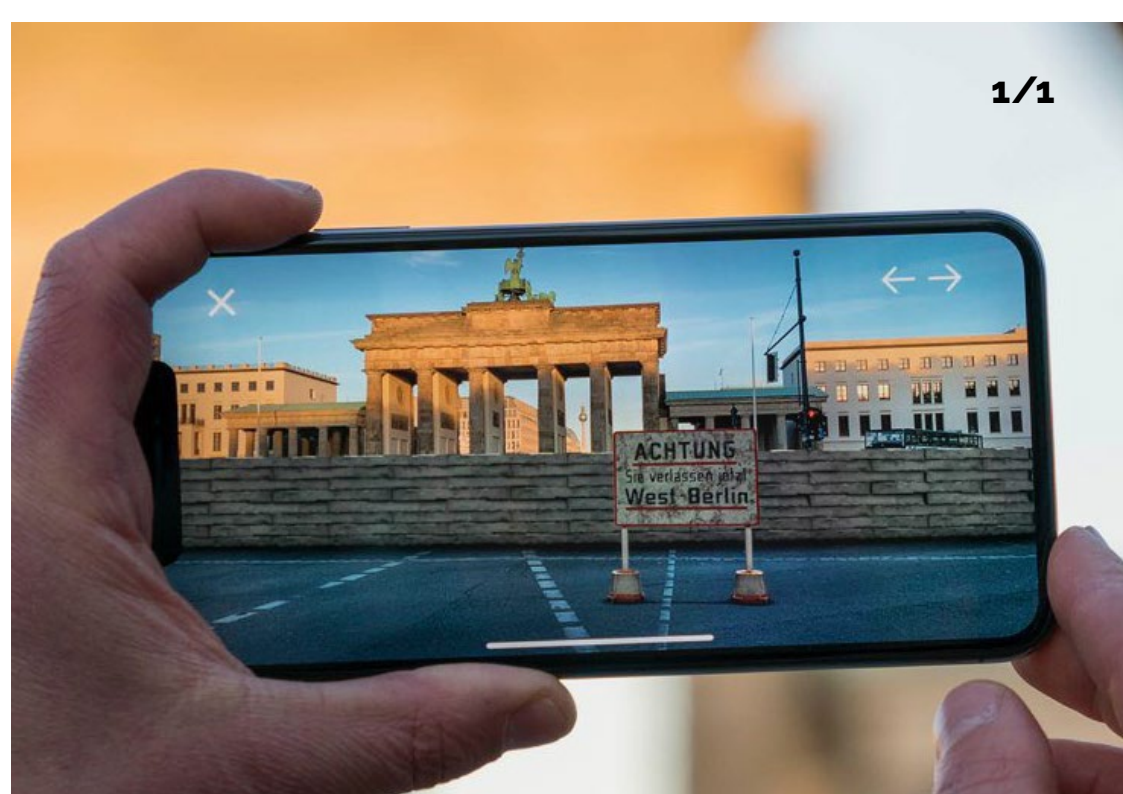


2/2





# MauAR brings back the Berlin Wall



COMMISSIONED BY  
Kulturprojekte Berlin

PRODUCED BY  
BetaRoom

ROLE  
Art Director / 3D Artist

YEAR  
2019

LINK  
[click here](#)

BRIEF  
The MauAR app brings the Berlin Wall back on smartphones as an AR experience in a series of interactive episodes. I produced the episode of the Brandenburg Gate from conception to realisation.

RESPONSIBILITIES  
visual storytelling conception, level design, 3d asset creation and management, VFX



# Virtual Tour Research Pavillon Venice Biennale

Q Turn Left    W Forward    E Turn Right  
A Move Left    S Backwards    D Move Right



COMMISSIONED BY  
Venice Biennale

PRODUCED BY  
Mirea c. Saladrígues

ROLE  
3D Artist

YEAR  
2017

LINK  
[click here](#)

BRIEF  
The project addresses modes of virtualization and reproduction of gallery settings. It was part of an exhibition at the Second Research Pavilion in Venice. The virtual tour was made as a browser-based WebGL application in Unity.

RESPONSIBILITIES  
modeling, texturing, lighting, VFX





COMMISSIONED BY  
**Rambøll Management**

PRODUCED BY  
**Rambøll Management**

ROLE  
**Visual Designer / Illustrator**

YEAR  
**2016**

BRIEF  
To illustrate the different wind energy solutions in Rambøll's portfolio, an isometric mega poster was created. I used Adobe Illustrator to achieve a clean yet detailed, playful and technical look.

RESPONSIBILITIES  
visual conception and design, illustration



COMMISSIONED BY  
BMW / SAP Germany

PRODUCED BY  
DsiN

ROLE  
Editorial Designer

YEAR  
2018

LINK  
[click here](#)

BRIEF  
The DsiN Praxisreport informs about the digital security situation of medium-sized businesses in Germany. I was responsible for the design of the brochure from start to finish.

RESPONSIBILITIES  
layout, type setting, diagram illustration



# PROJECT TITAN

EPIC GAMES, 2024

Unreal's art jam aimed to create an open world game. Participants had 10 weeks to add assets and characters to a pre-made landscape with support from Epic and industry experts. The final product is a free, downloadable sample project.

I designed the Arctic Lagoon level, created a game-ready wood walkway model, and arranged collaborators' assets to build the environment and scene.

> LEVEL DESIGN  
ENVIRONMENT  
PROPS

> MODELING  
SCULPTING  
TEXTURING



PROJECT  
TITAN



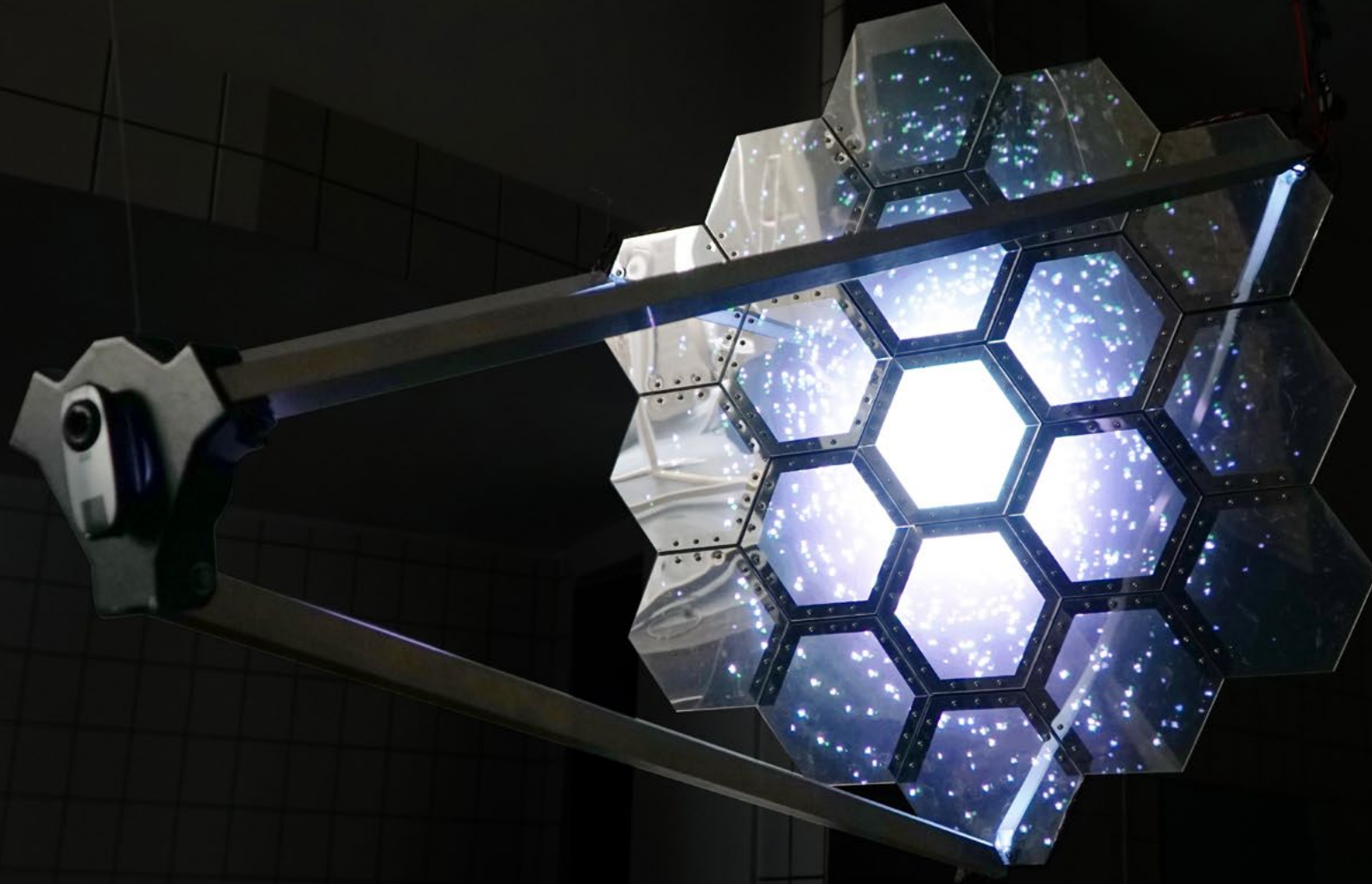




PROJECT  
TITAN







COMMISSIONED BY

-

PRODUCED BY

**Thomas Heidtmann**

ROLE

**Art Director**

YEAR

**2016**

LINK

[click here](#)

BRIEF

Tycho is an interactive artwork of mine that mimics the shape and behavior of the James Webb Space Telescope. It combines stellar imagery, pulsing lights, hexagonal geometries and interacts with its surroundings.

RESPONSIBILITIES

ideation and conception, art direction, prototyping, production management, execution



# Moon Gallery



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COMMISSIONED BY  
European Space Agency

PRODUCED BY  
Thomas Heidtmann

ROLE  
Art Director

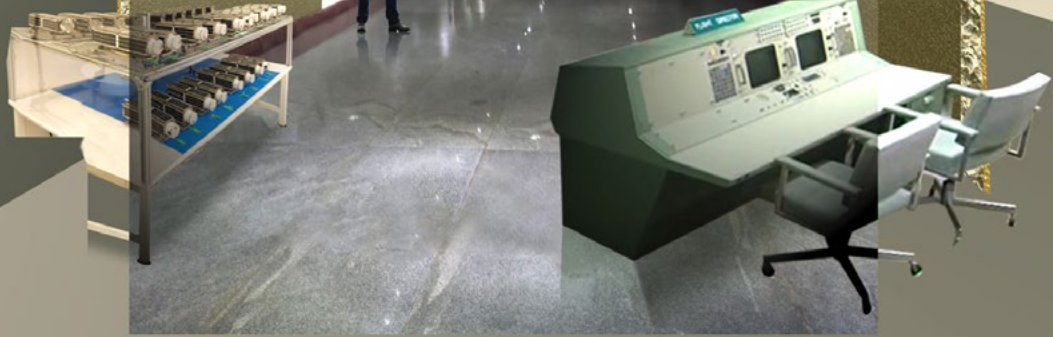
YEAR LINK  
2018-2022 [click here](#)

BRIEF  
A collaborative art installation housing the seeds of a future interplanetary culture. On 19 February 2022, the test payload of 64 artifacts, each no bigger than one cubic centimeter, was launched to the ISS on board the NG-17 Cygnus mission.

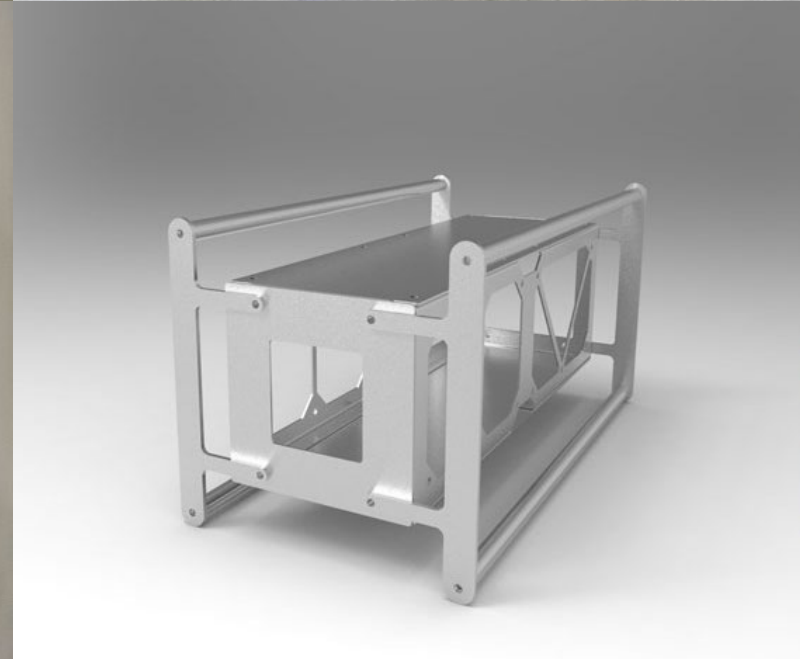
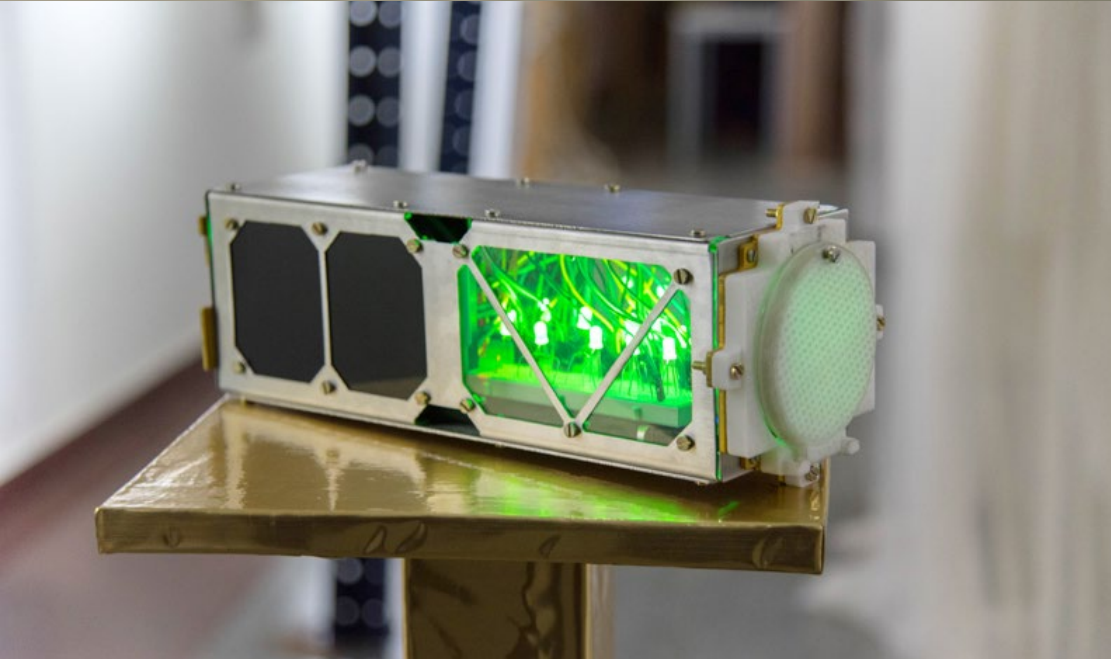
RESPONSIBILITIES  
ideation and conception, art direction, prototyping, production management



PSLV-C37



1/1



COMMISSIONED BY  
Goethe-Institut India

PRODUCED BY  
Thomas Heidtmann

ROLE  
Art Director

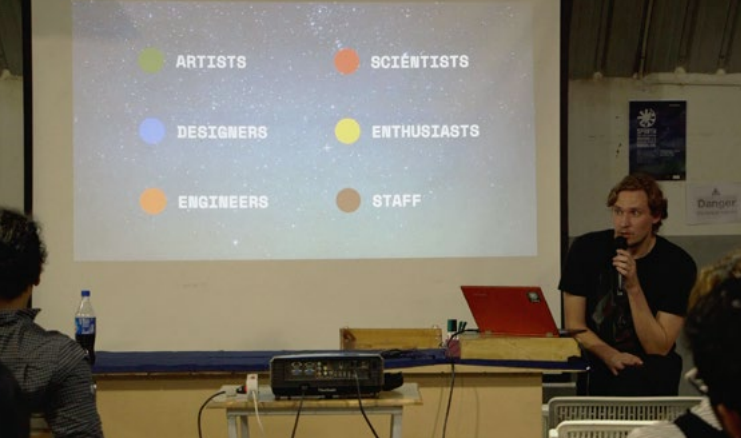
YEAR  
2017

LINK  
[click here](#)

BRIEF  
A public art experience, weaving across layers of physical objects and augmented reality. Simulacrum models of satellites connected via light, sensors, and interaction modes reveal new dimensions of reception and meaning.

RESPONSIBILITIES  
ideation and conception, art direction, prototyping, production management, student education, execution





COMMISSIONED BY

-

PRODUCED BY

Thomas Heidtmann

ROLE

Founder

YEAR

2017-2022

LINK

[click here](#)

BRIEF

SPARTH is an initiative examining relationships between space and art. Its mission is to foster an environment for exchanging and stimulating new ideas by developing events such as community meetings, hackathons and conferences.

RESPONSIBILITIES

concept, art direction, project planning and management, budgeting, controlling, event management, public relations, documentation





COMMISSIONED BY  
**ISEA Hong Kong**

ROLE  
**Art Director**

PRODUCED BY  
**Thomas Heidtmann**

YEAR      LINK  
**2016**      [click here](#)

#### BRIEF

As one of my own art projects, this large-scale video on the façade of the 500-metre-high ICC Tower in Hong Kong has the Berlin TV tower broadcasting the message "Hi" in Morse code across the city, creating a visual network of connections.

#### RESPONSIBILITIES

ideation and conception, art direction, prototyping, production management, execution



# Berlin Calling

