

ANDREAS POHANCENIK

SENIOR CREATIVE & STUDIO LEADER

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PROFILE

Senior creative and studio leader with 25+ years' experience creating experiences that make complex information accessible across cultural, scientific, public-policy and commercial contexts in the UK and Europe.

Founder of an independent multidisciplinary practice with full responsibility for creative strategy, commercial performance, budgets, resourcing, client relationships and external partner networks, alongside more than a decade as an embedded strategic partner within a complex national organisation.

My work spans information and experience design, content strategy, digital products and UX, exhibitions, publications, campaigns, design systems and emerging AI-enabled workflows. I combine creative ambition with operational discipline: shaping the brief, building the right mix of internal and external capability, controlling costs and translating complexity into clear, engaging experiences.

LEADERSHIP & EXPERTISE

- Studio strategy & service models
- Commercial & budget accountability
- Creative operations & efficiency
- Agency, freelance & supplier management
- Content strategy & editorial systems
- Digital product, UX & motion
- Public engagement, exhibitions & experiences
- Information design & interpretation
- Audience-centred communication
- Complex stakeholder environments
- Team development & mentoring
- AI-enabled creative workflows & governance

PROFESSIONAL EXPERIENCE

FOUNDER & CREATIVE DIRECTOR

Full Commercial & Creative Accountability

Practice + Theory / independent practice / Land-Marks

London 2005–2012 · Austria & UK 2012–present

- Built and continue to lead an independent creative practice generating approximately £90,000–£120,000 annual turnover in stronger years, with responsibility for pricing, financial control, resourcing, suppliers and profitability.
- Built project teams around the brief, commissioning and directing designers, developers, illustrators, animators, photographers, filmmakers, printers, fabricators and specialist production partners.
- Held full commercial responsibility for the c. £64,000 Royal Society 350th anniversary commission, with the project budget managed through the company and responsibility for budgeting, specialist suppliers, production and multidisciplinary delivery.
- Led content, digital and campaign strategy including Forum Familienunternehmen (website, content strategy with contentkaufmann, video), Forum Pharmazie (campaign strategy, workshops, direct mail, website/landing page, social media and animated social content), Salzburg Festival Friends NXG (website and members app within a relaunch reported by Leadersnet to have delivered 15–20% more new Friends/supporters), and concept/UX for talentbluehen.at.
- I integrate generative AI selectively for research synthesis, ideation, prototyping and content iteration, with human editorial judgement and explicit attention to accuracy, provenance, IP and confidentiality.

DESIGN & CREATIVE LEAD – LONG-TERM EMBEDDED STRATEGIC PARTNER

NEOS/ NEOS Parliamentary Club / NEOS Lab / regional organisations, Austria

2014 – present

- Joined as successor to the founding designer shortly after NEOS entered the Austrian parliament; became a long-term embedded strategic partner across the national party, parliamentary group, regional organisations and party academy / think tank.
- Worked across campaign creative direction, publications, policy communication, social media, infographics, event graphics, stationery, vehicle liveries, animated information-screen advertising, online advertising and newspaper advertising.
- Developed and maintained design systems while responding to changing organisational needs – from parliamentary opposition and campaigning to regional government and, ultimately, federal government.
- Worked directly with senior political leadership, including Austrian Foreign Minister Beate Meinl-Reisinger and Education Minister Christoph Wiederkehr while coordinating external specialists and production partners.
- Led creative development and ongoing updates for NEOS Lab across identity, publications, events, information design and digital communication, including publications with the European Liberal Forum.
- During this period NEOS developed from a 9-seat parliamentary newcomer to an 18-seat party represented in Austria's federal government.

SELECTED RELEVANT WORK

WELLCOME TRUST – MIND OVER MATTER

Creative direction and design for a Wellcome Trust-supported public engagement and research project led by Dr Bronwyn Parry and artist Ania Dabrowska, exploring memory, dementia, brain donation and biomedical research. Designed the publication, exhibition and website, creating a coherent public-facing experience across physical, editorial and digital channels.

2011

WELLCOME TRUST – ONE-DAY CONFERENCE

Co-organised a one-day Curating Science conference hosted at Wellcome; responsible for design and visual communications, working with a colleague who led speaker curation.

2011

THE ROYAL SOCIETY: 350TH ANNIVERSARY

Led exhibition, interactive interpretation, publication, projections, bespoke typography and wayfinding; managed the full c. £64,000 project budget through my company. This led to a series of further exhibition commissions for the Royal Society.

2010–12

BANKHAUS SPÄNGLER: FORUM FAMILIEN- UNTERNEHMEN

Redesigned the website and, with content-kaufmann, developed a new content strategy; extended the programme into moving-image content and video.

2018

FORUM PHARMAZIE

Campaign strategist; ran workshops with the organisation and oversaw integrated delivery across direct mail, website redesign / landing page, social media and animated social content.

2022

FREUNDE DER SALZBURGER FESTSPIELE NXG

Naming/slogan, visual identity, website relaunch, members app, print, events and image spot. Leadersnet reported 15–20% more new Friends/ supporters following the integrated relaunch.

2017/18

TALENTEBLUEHEN.AT

Concept and UX for a moving-image-led digital experience using video backgrounds and horizontal/vertical navigation to structure different topics of this national education initiative in Austria.

2021

AUSTRIAN FEDERAL MINISTRY OF EDUCATION: PLAN ZUKUNFT / BILDUNG FÜRS LEBEN

Creative direction and development of the complete visual system, publication and information design for the Ministry's national education reform programme, translating complex policy into a clear public-facing editorial system.

2026

TEACHING & DEVELOPMENT

UNIVERSITY OF APPLIED ARTS VIENNA (DIE ANGEWANDTE): KLASSE KARTAK

Typography in Space workshop · 2012/13
Designed and ran an experimental workshop exploring typography in relation to space, material and movement, with emphasis on experimentation, critique and independent judgement.

DEVELOPING PEOPLE

Developed junior creative talent through internships, studio placements and informal mentoring, at times supervising up to five interns simultaneously across live briefs, production and client work. Several relationships continued as longer-term mentorships. Also hosted a one-month professional development placement for an art director from Fujitsu Japan, providing studio-based mentoring and knowledge exchange.

SELECTED RECOGNITION & PUBLICATIONS

- Brit Insurance Designs of the Year 2011, Design Museum London – nomination for Design Criminals / The Consumable Book.
- Six Practice + Theory identities selected for Michael Evamy's Logotype, Laurence King, 2012.
- Work featured in Creative Review, Wallpaper*, Grafik, Étapes, Salon and other design publications.
- International Society of Typographic Designers: recognition for typographic excellence in 2009 and 2011.

EDUCATION & PROFESSIONAL DEVELOPMENT

**MA Graphic Design – Central Saint Martins,
University of the Arts London**
2005 Distinction

**Venture Finance Programme –
Saïd Business School, University of Oxford**
2025

LANGUAGES

English and German: native / bilingual

WORK STATUS

**Right to work in the UK;
no employer sponsorship required.**

CONTACT

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