

Maximilian Boiger

CV

University education

2009 – 2013 → *BA in Design*
Free University of Bozen-Bolzano,
Faculty of Design and Art

Professional career & teaching

2020 → *Co-founder* of Studio Normplusultra
together with Andreas Trenker

2017 – 2021 → *Teaching Assistant*,
at Free University of Bozen-Bolzano,
Faculty of Design and Art

since 2015 → *Freelancer*
for Graphic Design Branding Strategy
& Corporate Branding

since 2015 → *Freelancing*
for various agencies – e.g. müllervalentini,
Leo Burnett Berlin, MetaDesign Berlin,
Crafts Brand Lab

2014 – 2015 → *Junior Designer*
at MetaDesign Berlin, for Communications Design
and Corporate Branding

2013 – 2014 → *Internship & Junior Designer*
at helios.bz in Bolzano, Agency for Graphic-Design
and Visual Communications

Clients (selection)

- City and District of Berlin
- 3 Zinnen Dolomites Magazine
- Condè Nast / GQ & GQ Watches
- Condè Nast / Architectural Digest (AD)
- Watershed NGO
- fairment GmbH
- Manuka Kontor
- MADHU Honey
- SOLIDMIND Company
- The CocaCola Company
- VOLKSWAGEN AG
- Audi AG
- Hyundai & KIA Motors
- PORSCHE SE
- SIEMENS AG

Works as freelance designer (selection)

→ *Brand-Vision & Corporate Design*
for Audi 2025 - Mobility of the Future - Pitch / MetaDesign

→ *Corporate Design & Digital Strategy*
for SIEMENS / MetaDesign

→ *Corporate Design & Digital Strategy*
for BOSCH & BOSCH SIEMENS Hausgeräte
/ MetaDesign

→ *Corporate Branding Strategy*
for S7 Airlines – Pitch / MetaDesign

→ *Corporate Branding Strategy*
for The CocaCola Company / FuzeTea
/ Craft Brand Lab

→ *Corporate Design / Re-Design*
for COMMERZBANK (Germany)
/ MetaDesign

→ *Corporate Design & Customer Journey*
for PORSCHE SE / MetaDesign

→ *Corporate Design & Customer Journey*
for VOLKSWAGEN AG / MetaDesign

→ *Corporate Design & Customer Journey*
for Hyundai / MetaDesign

→ *Corporate Design & Communication*
for Konzerthaus Berlin / MetaDesign