



IS



Globus

ALJOSHA SCHÄCK

± CREATIVE DIRECTOR AND DESIGN STRATEGIST, BERLIN





Creative Director and design strategist with 15+ years across architecture, product and brand. I take familiar, overlooked signs and shift them within their tolerance, adding or taking away just enough to tip their meaning, and I make them work at scale.

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EXPERIENCE

2025 – PRESENT	Creative Director I LIKE VISUALS GmbH
2023 – PRESENT	Independent Creative Strategist Berlin
2022 – 2023	Cabin Production Lead StayRaus GmbH
2021 – 2022	Senior Art Director Denttabs GmbH
2019 – 2021	Freelance Creative Consultant Globus Holding GmbH & Co. KG
2016 – 2024	Founder, General Manager & Product Developer ALLAY Germany UG, Berlin
2012 – 2019	Brand Experience & Spatial Designer ProSiebenSat.1 Media SE

EDUCATION

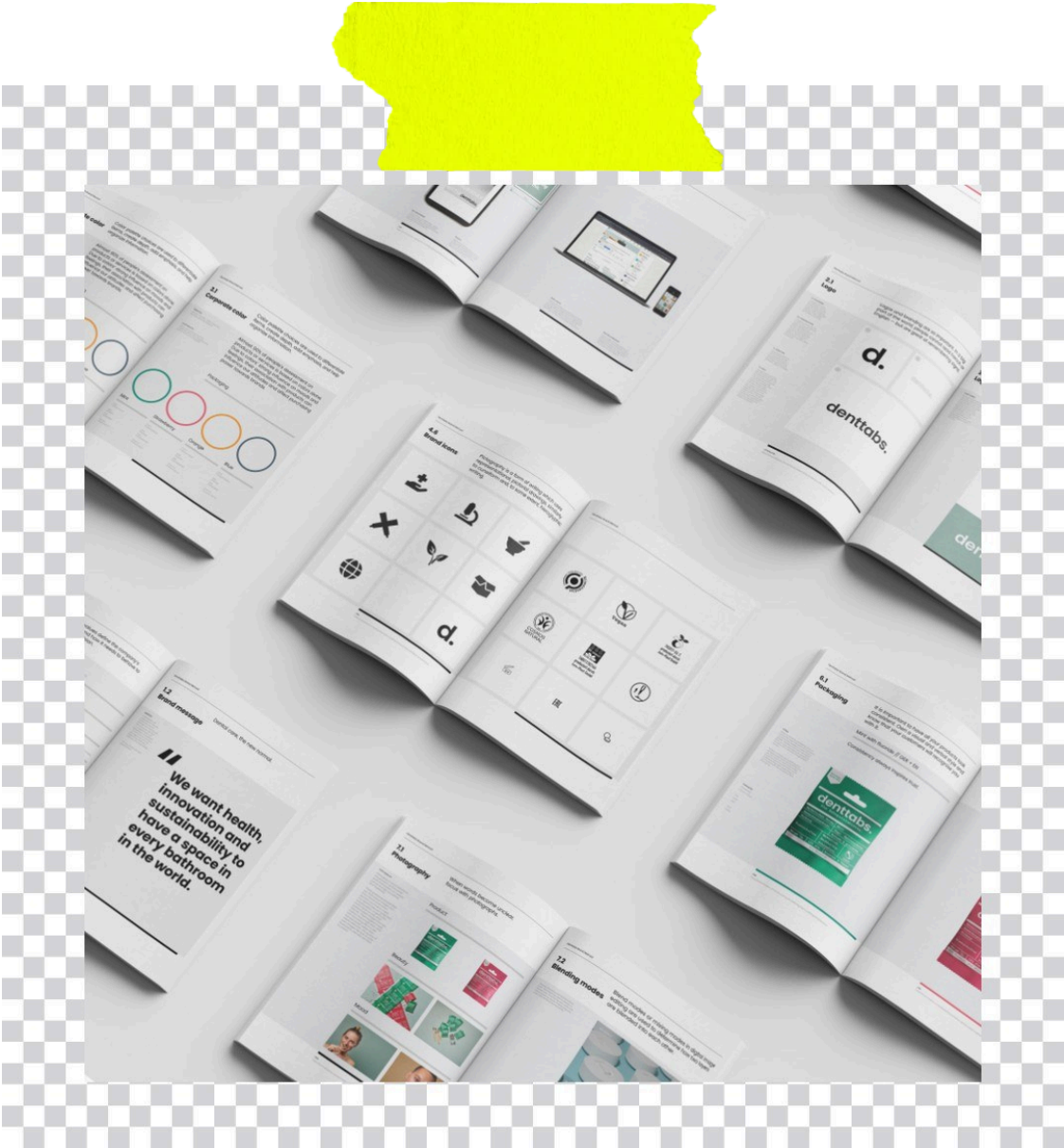
2025 – 2027	Cand. M.A. in Design London School of Design and Marketing, London
2025 – 2025	Fundamentals of Journalism NBCU Academy, New York
2013 – 2015	B.A. in Architecture UAS Munich

CAPABILITIES

Creative Direction · Brand Strategy · Spatial & Retail Design · Product Development · Packaging · Design Systems · Production & Scaling

TOOLS

Adobe CC · Affinity · Vectorworks · Blender · Cinema 4D · Fusion 360 · Astro · Generative AI



01 · DENTTABS GMBH · 2021 – 2022
SENIOR ART DIRECTOR

DENTTABS

A six-month rebrand for the company that replaced the toothpaste tube with a tablet.

6 months

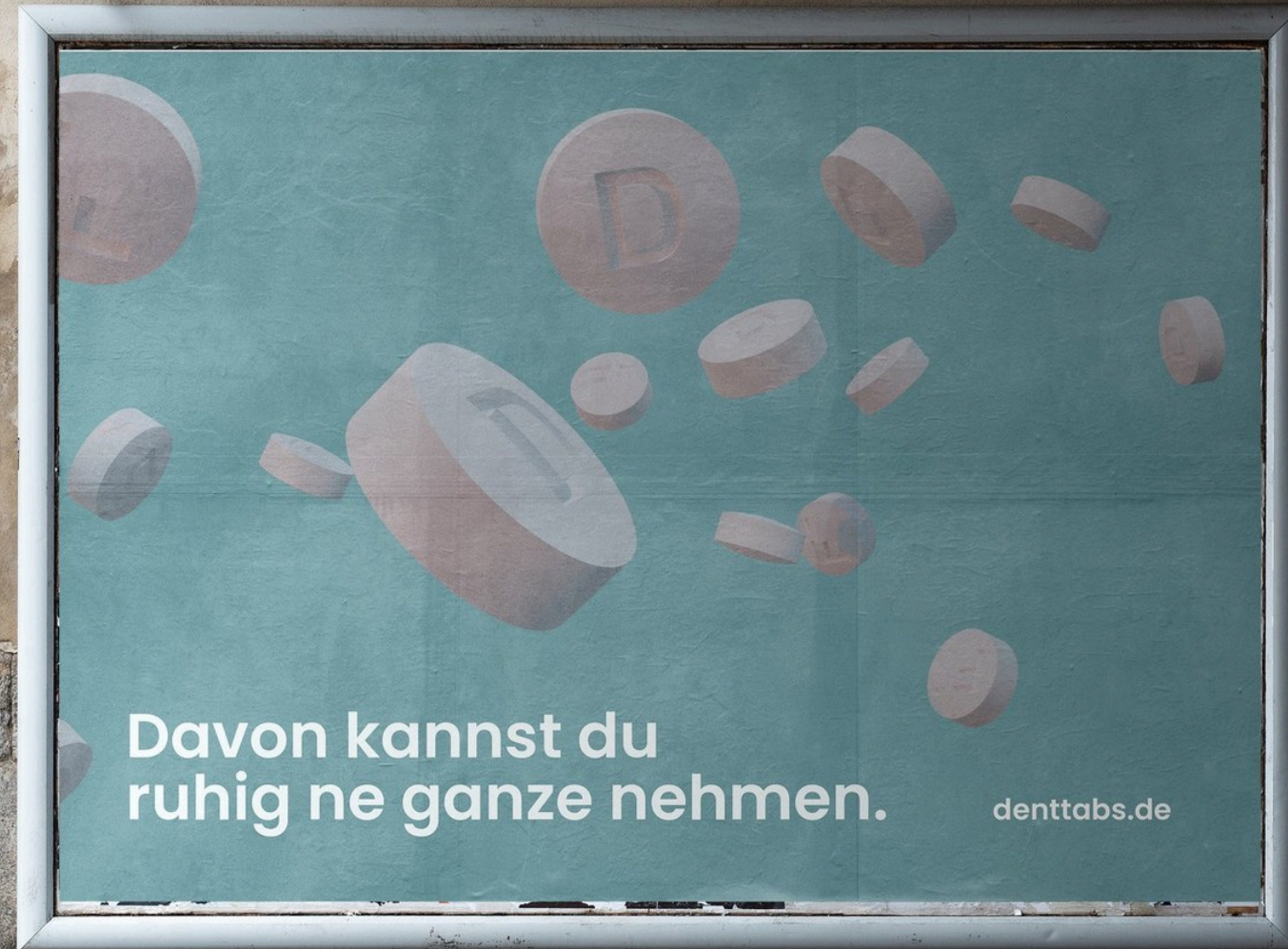
FROM AUDIT TO FULL REBRAND

–70 %

PACKAGING COST

2 colours

PRINT PER PACK



CHALLENGE

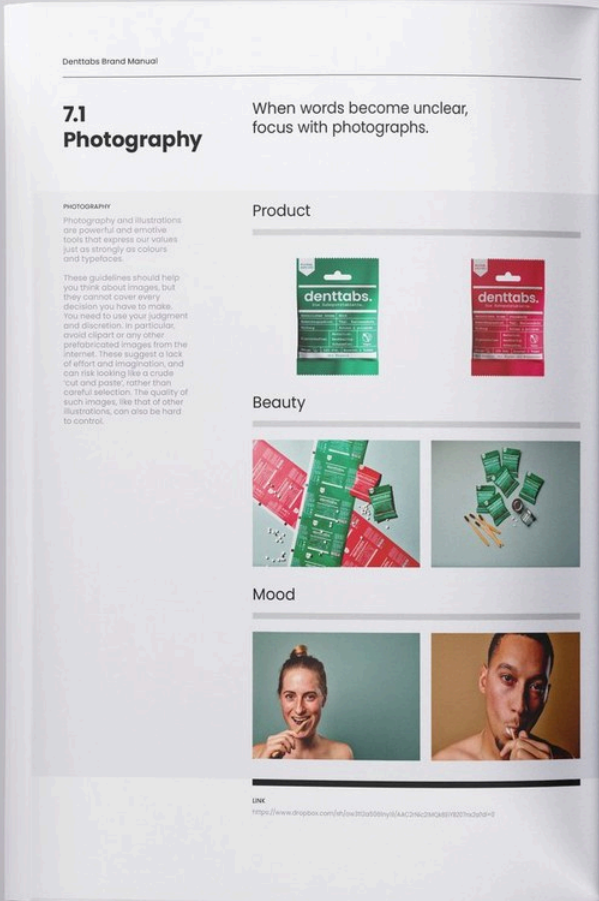
Denttabs had the better product — toothpaste tablets instead of plastic tubes — but a brand that looked like a niche eco label. Full-colour packaging was expensive to print, and on the shelf the product disappeared next to established oral-care brands.

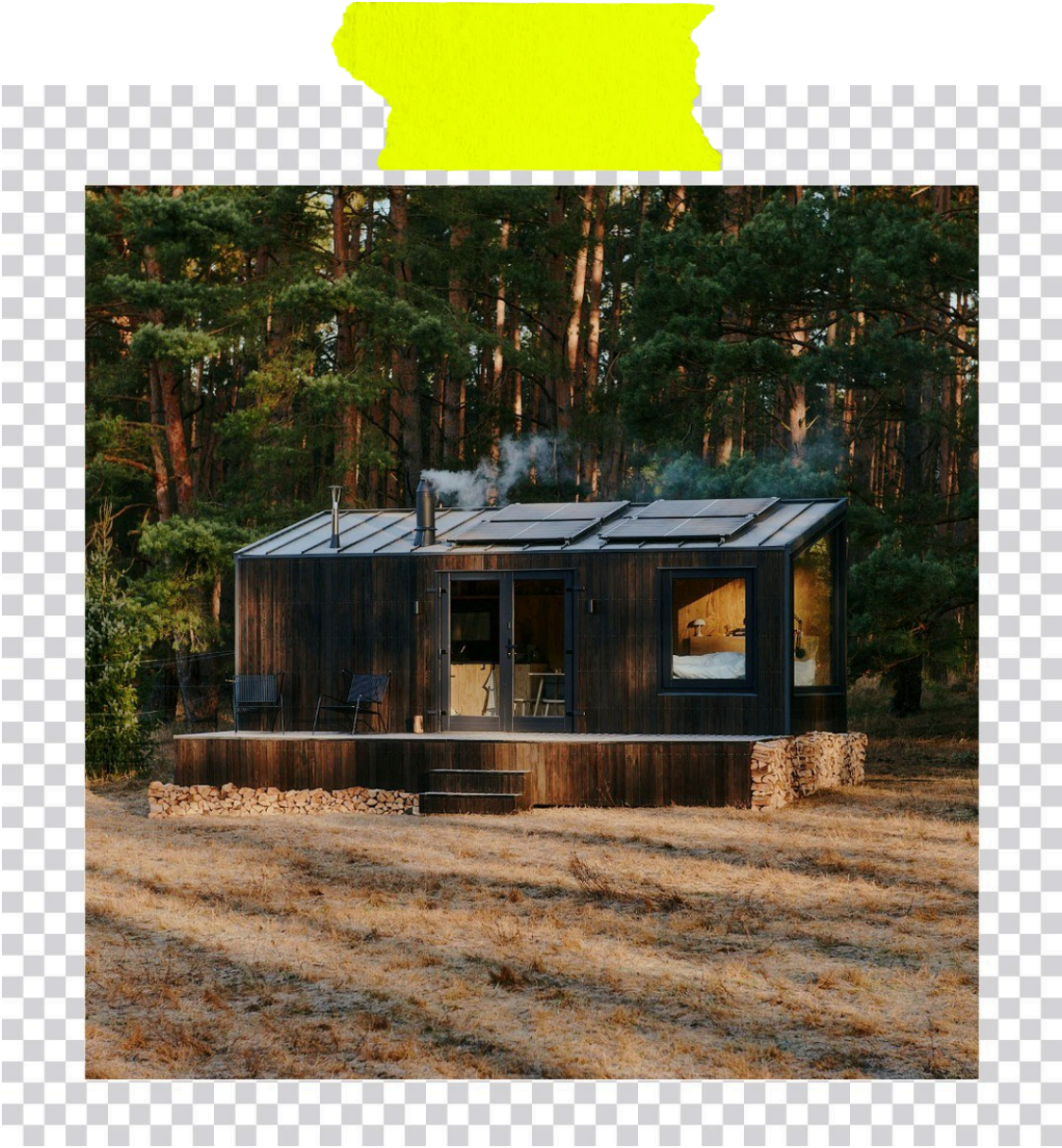
APPROACH

I audited the existing identity, kept what worked and rebuilt the rest as a system: typography, grid, colour coding by variant and a packaging layout that reads like a technical data sheet. Printing moved to two colours per pack. The same system was extended to point of sale, fixtures, signage and digital templates.

OUTCOME

The full rebrand was completed in six months. Packaging costs fell by more than 70 %, and the new coding made the range readable at a glance on the shelf.





02 · STAYRAUS GMBH · 2022 – 2023
CABIN PRODUCTION LEAD

STAYRAUS

Scaling a fleet of off-grid cabins without losing the quality guests book for.

8 → 38

CABINS IN THE FLEET

8 h → 3 h

SETUP TIME PER CABIN

–21.1 %

PROCUREMENT COST



CHALLENGE

StayRaus, a venture-backed hospitality start-up, rents cabins in remote nature. With eight units, eight-hour setups and rising material costs, the fleet could not grow at the pace of demand.

APPROACH

I standardised the cabin into a modular specification, rebuilt the installation method and trained the team on it. Across twelve suppliers I renegotiated materials and brand partnerships, and set technical standards for on-site execution. I also ran the interface between real estate, construction and operations.

OUTCOME

The fleet grew from 8 to 38 cabins within a year. Setup time dropped from eight to three hours, daily capacity rose from one to three units, and procurement costs fell by 21.1 % — with consistent build quality across every site.





03 · GLOBUS HOLDING GMBH & CO. KG · 2019 – 2021
FREELANCE CREATIVE CONSULTANT

GLOBUS

Rethinking the hypermarket
of one of Germany’s
largest retail groups.

15,000+ m²

HYPERMARKET SPACE REDESIGNED

+35 %

CUSTOMER FLOW EFFICIENCY

23 months

STRATEGIC ADVISORY



CHALLENGE

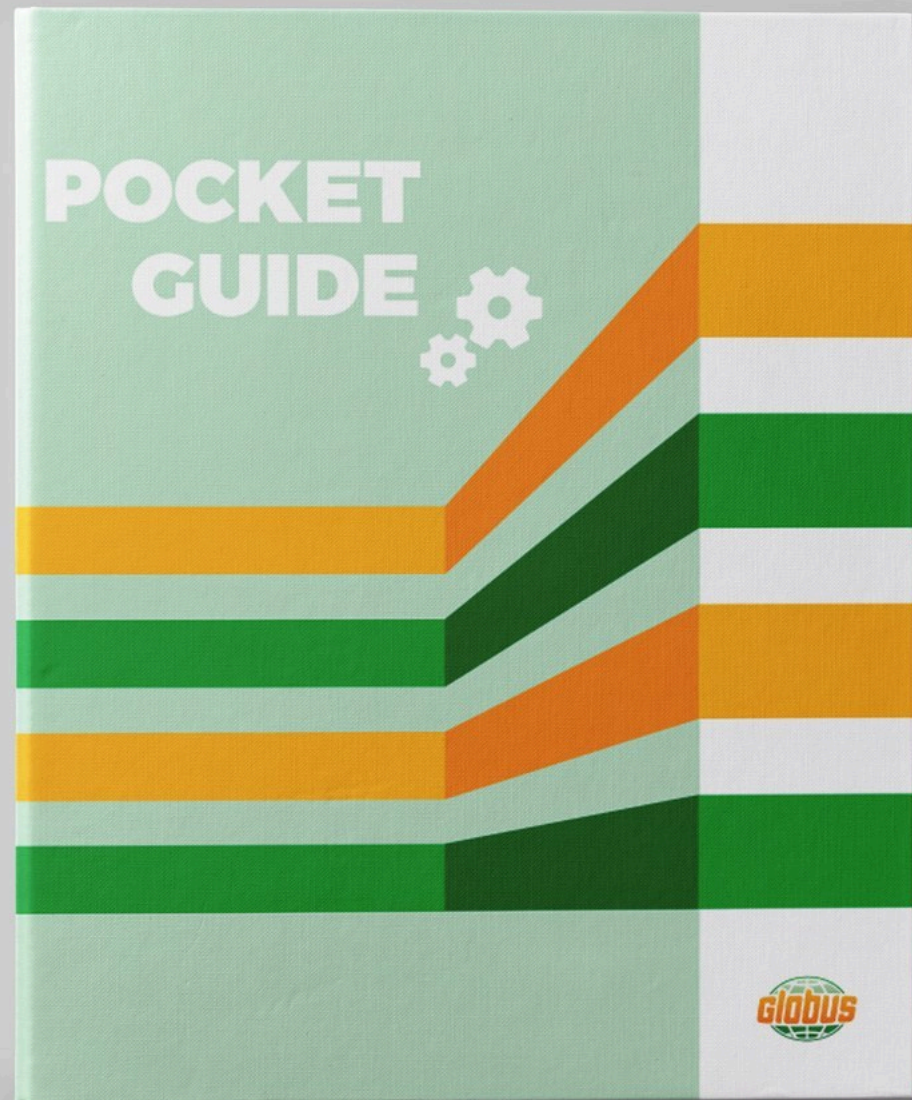
Globus runs hypermarkets of 15,000 square metres and more. Customer flow was inefficient, layouts were outdated, and the non-food private labels were losing ground.

APPROACH

I analysed the spaces with store teams, redesigned layouts around behavioural insights and developed material, colour and fixture guidelines. In parallel I repositioned the non-food private labels and, based on a market analysis, initiated a company-wide rebranding presented to general management.

OUTCOME

The redesigned layouts improved customer flow efficiency by 35 % across more than 15,000 square metres and strengthened the competitiveness of the non-food private labels.





04 · ALLAY GERMANY (OWN COMPANY) · 2016 – 2024
FOUNDER, GENERAL MANAGER & PRODUCT DEVELOPER

ALLAY

Founding a watch label:
from first sketch to
market in six months.

6 months

CONCEPT TO MARKET

< 2 %

RETURN RATE

–70 %

OUTSOURCING COST



CHALLENGE

Launching a watch brand from zero means competing on trust: no history, no retail partners, and every external service eating into the margin.

APPROACH

I took the first watch, El Capitan, from concept to market in six months — CAD, prototyping, sourcing, production and launch. Instead of buying in services, I built them in-house: product photography, film, web design and search marketing. Quality control stayed in-house as well, backed by extensive product testing. The second watch, Terra Incognita Mark I, refined the same principles: honest materials, reduced form.

OUTCOME

Both watches reached the market. Returns stayed below 2 %, and in-house capabilities cut outsourcing costs by 70 %.





05 · PROSIEBENSAT.1 MEDIA SE · 2012 – 2019
BRAND EXPERIENCE & SPATIAL DESIGNER

PROSIEBENSAT.1

Seven years of brand spaces for television, from trade fair stands to the ABOUT YOU Awards.

50+

BRAND ENVIRONMENTS BUILT

100 — 4,000 —30 %

GUESTS PER EVENT

CONSTRUCTION TIME



CHALLENGE

Television brands live on screen, but their events happen in real halls, on tight schedules and in front of cameras. Every build had to reach broadcast quality under strict deadlines.

APPROACH

I designed brand environments from concept to build: spatial concept, 3D planning, technical drawings and on-site supervision. A modular approach and detailed 3D models let the crews build faster and with fewer surprises, from trade-fair stands to the stage of the ABOUT YOU Awards.

OUTCOME

More than 50 brand environments for ProSieben, Kabel Eins, O2 and ABOUT YOU, for 100 to 4,000 guests, with construction time reduced by 30 %.





+ HUMAN ERROR

READYMADE

± 3 %

Unpaid work, made for the joy of it: familiar, overlooked signs, shifted just enough to tip their meaning.

LET'S TALK.

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