

Jan Marko Schneider

Creative Director | Brand Strategy



Creative Director with over 25 years of experience in brand development, creative leadership and corporate communications. Leading interdisciplinary creative teams and complex communications projects for international companies – from strategy and brand systems to effective delivery across channels and stakeholder groups.

Extensive experience working with international brands including Audi, BMW, MINI, Telekom, Bayer, Ford and Johnson & Johnson.

Combines strategic brand thinking, visual communication and executive storytelling with high standards for creative quality, consistent brand management and impactful communications.

PROFESSIONAL EXPERIENCE

Founder | Creative Director

JMS Design | Cologne 11/2012 – Present

Founded an independent creative consultancy specialising in brand strategy, creative direction and corporate communications.

Advises national and international clients on integrated brand and communications solutions, from strategic concept development to creative execution.

Leads interdisciplinary project teams across strategy, editorial, design and production to deliver complex communications projects.

Further project-based collaborations with Palmer Hargreaves, Antwerpes / DocCheck, Feuerland and other agencies and companies.

Senior Art Director (Freelance)

Palmer Hargreaves | Cologne 01/2014 – Present

Long-standing collaboration developing integrated brand and communications solutions for international companies.

Responsible for creative concepts, executive communications and corporate communications, including communication initiatives for management, brands and international stakeholders.

Creative direction and professional leadership of interdisciplinary teams across strategy, editorial, design and digital disciplines.

Selected clients: Audi, Bayer, Telekom, Ford, Jaguar Land Rover.

Senior Art Director (Freelance)

Antwerpes / DocCheck | Cologne 05/2013 – Present

Regular collaboration in healthcare and life sciences communications, developing integrated communications for national and international healthcare brands.

Selected clients: Johnson & Johnson, Darzalex.

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25+

Years of experience

10+

Years with Palmer Hargreaves

30+

Brand projects

360°

Campaign experience

CORE EXPERTISE

Creative Leadership
Creative Team Leadership
Creative Direction
Brand Strategy & Development
Brand & Corporate Communications
Executive Communications
Stakeholder Management
Visual Storytelling
Presentation Design
Generative AI

LANGUAGES

German
English

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Freelance Creative Consultant

QVEST | Cologne 12/2024 – 06/2025 (Selected consulting assignment)

Supported the rebranding process, including the rollout and consistent application of the new corporate design. Advised on the evolution of brand communications and the creative implementation of the new brand identity.

Senior Art Director (Freelance)

Liquid Campaign | Cologne 04/2011 – 10/2012

Developed integrated campaigns and communications for national brands. Selected clients: Metro, LANXESS, HoReCa Select.

Senior Art Director

ChannelPartners | Neuss 07/2009 – 03/2011

Conceptualised and developed creative communications for national consumer brands. Selected clients: Landleibe, Corny, Mr. Brown.

Art Director

Interone (BBDO Worldwide) | Cologne 04/2007 – 06/2009

Developed international brand communications for BMW and MINI, focusing on integrated communications for international B2B and B2C markets.

Art Director

b+d GmbH | Cologne 08/2006 – 03/2007

Developed communications and brand identities. Clients: Wella, Koleston Perfect.

Founder

JMS Design | Koblenz 04/2002 – 07/2006

Founded a design and communications agency, creating corporate designs, brand identities and communications solutions for small and medium-sized companies.

JMS Design continued with selected projects alongside subsequent permanent roles, before becoming the full-time focus again in November 2012.

Junior Art Director

Select Communication | Koblenz 04/2000 – 12/2001

Developed traditional advertising communications. Clients: JOOP!, Jil Sander, Douglas.

Junior Art Director

Abresch Werbeagentur GWA | Montabaur 11/1999 – 03/2000

Contributed to communications and advertising campaigns. Clients: 1&1, AdLink, KEVAG.

EDUCATION

Diploma in Graphic Design

Akademie U5 Munich

1996 – 1999

TOOLS & TECHNOLOGIES

Adobe Creative Cloud

Microsoft 365

PowerPoint

Generative AI