

Andreas Küfer, Design Leadership

+20 years of...

- Learning that great design is inherently kind—and good business.
 - Building amazing teams and being a trusted collaborator.
 - Shaping digital design as a consultant, agency partner and corporate leader.
 - Accumulating +40'000 hours—mastering this craft.
 - Shipping experiences that matter.
-

Recent Focus & Achievements

- Mentoring great talents and inspiring leaders—at Adobe and beyond.
 - Growing a globally diverse design team from 10 to over 30 humans.
 - Sponsored and developed Adobe's design scholarship and apprentice program.
 - Successfully integrated teams and products acquired by Adobe—unifying organizations, cultures and experiences.
 - Built strong and trusted partnerships with product and engineering leadership.
 - Established an enterprise design discipline at Adobe.
 - Imagining and painting strong visions for the future.
 - Advancing design from a stage in the process to a continuous engagement.
 - Lead design efforts for experiences generating billion dollar revenues.
 - Keeping a beginners mind.
-

Experience

Independent
2020-Present

Design Leadership Advisor

Adobe
Basel, Switzerland
San Francisco, USA
2013-Present

Principal Designer
Adobe Digital Imaging

Director Experience Design
Adobe Marketing Cloud, Advertising Cloud, Creative Cloud

Senior Manager Experience Design
Adobe AEM, Target, Campaign, MediaOptimizer

Manager Experience Design
Adobe AEM

Senior Experience Designer
Adobe AEM

Independent
Switzerland & NYC
2009-2013

Design Leadership & Consulting
UNHCR, Avenir Suisse, Novartis, KPMG, Connova, DSM, ESMO.ORG, ERNE Group,
EuroAirport, Manor, Open Systems, Sanitas, Straumann, Syngenta, the Swiss
Government and many more.

Qrate
Global
2009-2013

Art Consultant & Advisor
Private & Institutional Art Collections, Art Exhibitions

SilverSite
Basel, Switzerland
1999-2009

Creative Director & Partner
Digital Agency

FAVO
Basel, Switzerland
1996-1997

Account Executive
Advertising Agency

Education

FHNW
Basel, Switzerland
1999

Hyperwerk- Interactive Design

SAWI
Biel, Switzerland
1997

School for Advertising

KHBB
Basel, Switzerland
1995

Swiss School for Economics

Additional Experience & Accomplishments

Recommendations

<https://www.linkedin.com/in/akuefer/>

Languages

German, English & French

Awards & Patents

Young Entrepreneurs of the Year, McKinsey & ETH

US Patent No. 10,621,190. Search Using Drag & Drop of Assets into a Search Bar

Passions

Learning, Cycling, Skiing, Photography, Spiritual Practice

Contact

akuefer@gmail.com
andreas-kuefer.com
www.linkedin.com/in/akuefer/