

Joëlle T. N. Nguyen

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CREATIVE DIRECTOR & PRODUCER

COMPOSITION & SOUND · BRAND STORYTELLING · MOVING IMAGE · CULTURAL STRATEGY

Berlin-based, bilingual creative director and producer working across sound, brand, moving image and culture. I turn ideas into music, campaigns, films and content for brands and cultural platforms, owning work end to end, from concept and creative direction through composition, production and delivery. Clients and collaborators include KARL LAGERFELD, Netflix, Spotify, Ableton and Kaviar Gauche.

SELECTED CLIENTS & PARTNERS

KARL LAGERFELD · Netflix · Spotify · Ableton · Beatport · Microsoft · Pioneer DJ · Mixmag · Kaviar Gauche · Liebeskind Berlin · Khrisjoy · United Nude · Mykita · Submission Beauty

SELECTED CREDITS

KARL LAGERFELD - original score for Strength Unveiled, four International Women's Day campaign films (2024)

Netflix - original music featured in We Are The Wave (Wir sind die Welle)

Kaviar Gauche - composer & music director, Sylt runway show

Liebeskind Berlin - talent, music director and Berlin cultural positioning across a launch campaign

Jan Blomqvist - composition, songwriting & lyric contributions across releases

Spotify EQUAL Germany - ambassador: artist storytelling, playlist support & Times Square billboard

United Nude - Coachella-linked shoe collaboration & performance styling

Theatre of the Absurd - original score & sound design, fashion art film (Vika Petlakh)

EXPERIENCE

Studio Joëlle, Creative Director & Producer

Berlin / International · 2017-Present

- Lead an independent creative practice delivering concept, creative direction, sound and production for brand, fashion, film and cultural clients across the EU, UK and US.
- Compose and direct original music for screen, fashion and live: score, runway sound, songwriting, vocal production and sound design (KARL LAGERFELD, Netflix, Kaviar Gauche).
- Develop campaign concepts, treatments, visual references and partner-facing decks, translating brand objectives into culturally resonant creative.
- Direct and edit moving image and recurring content systems: music videos, fashion films, visualizers and social-first formats, from treatment to final cut.

None Of The Above (N.O.T.A.), Founder & Creative Director

Berlin · 2020-Present

- Founded and run an independent music label and creative platform: A&R, release strategy, visual identity, marketing and distribution.
- Direct release concepts, artwork, rollout and collaborator communication, operating the business from taste through execution.

JOPLYN, Founder & Creative Director (Artist Project)

Berlin / International · 2017-Present

- Built and operate an internationally active creative IP end to end: music, visual identity, live show, brand partnerships and audience growth.
- 25M+ streams; 200+ shows including Coachella; releases and collaborations across international labels; an active EU / UK / US industry network.

Speaking & Education, Speaker, Panelist & Workshop Lead

EU / US · 2021-Present

- Talks, panels and workshops for Ableton, Beatport, Spotify, Microsoft, IMS and SXSW, on creative process, music technology and the business of music.

CORE SKILLS

Creative Direction · Creative Production · Composition & Sound Direction · Songwriting · Music Production · Music Supervision · Brand Storytelling · Campaign Concepts · Cultural Strategy · Artist-Brand Partnerships · Moving Image · Video Direction & Editing · Short-Form / Social Content · Copywriting · Public Speaking · Partner & Stakeholder Management · EU / US Market Fluency

TOOLS · LANGUAGES · EDUCATION

Tools Ableton Live · Adobe Premiere Pro · CapCut · Canva · Notion · Google Workspace · Meta Business Suite · Spotify for Artists · rekordbox · AI / LLM tools

Languages German (native) · English (native) · French (conversational)

Education German Bilingual Abitur, 1.3 · References available on request