

Status: July 2025

My work has been recognized with over 200 national and international creative awards, including 10 Cannes Lions, a grand prix at the Red Dot Design Award, and a 'Flop of the Week' in Germany's AD magazine, W&V.

I am currently based in Berlin, working as an **Art Director, Concept Developer, Designer, and Filmmaker**. I am available for projects both nationally and internationally.

With **over 20 years of experience**, I have had the privilege of working at some of Germany's most successful creative agencies, contributing to both large international and national accounts.

I approach my work in a solution-oriented, efficient manner while maintaining a high standards. Always thinking outside the box, I am equally comfortable working in both new and traditional media.

Been there, done that:   ADC*E

Curriculum Vitae

CURRENT ACTIVITIES

- SINCE 2014** **Art Director / Creative**
Freelancer
- SINCE 2019** **Karada House Berlin**
Co-Founder/Director

PAST ACTIVITIES

- 2010-2014** **Scholz & Friends Berlin**
Art Director / Senior Art-Director
- 2012** **Berliner Technische Kunsthochschule**
Lecturer
- 2007-2010** **DDB Berlin**
Junior Art Director
- 2006** **Verlag Herman Schmidt Mainz**
Book Author
- 2005** **Jung von Matt/Alster**
Art Direction / Internship
- 2004** **Cannes Young Lions Competition**
Representative for Germany
- 2001-2002** **atw:kommunikation Siegburg**
Graphic Designer

EDUCATION

- 2002-2007** **Bauhaus University Weimar**
Diploma / Visual Communication



René Gebhardt
phone: (+49) 176 20 19 18 26
web: rene-gebhardt.com

Agencies/Clients, including:
antoni / BBDO / CMB Trinidad & Tobago / Edelman / Ensemble Resonanz / Elbphilharmonie / Erdmannpeisker / Fischer Appelt / GLÜCK Berlin / THE GOODWINS / HEIMAT / Jung von Matt / Ketchum Pleon / Kino-Zeit / Klangforum Wien / Lure Media / Ogilvy / Saatchi & Saatchi / Saltwater Films / Scholz & Friends / Schokolade Filmproduktion / Serviceplan / THJNK Berlin / TLGG / Zum Goldenen Hirschen

Accounts, including:
Aktion Aufschrei e.V. / BAYER / Bild.de / Bionade / Bosch / Bund e.V. / Caparol / Coca Cola / Das Handwerk / Denns Biomarkt / Die PARTEI / Ehrmann / Fanta / Frankfurter Allgemeine Zeitung / Freistaat Thüringen / Fishermen's Friends / IKEA / INSM / Leibniz / Mercedes / Mini / Nintendo / Noah e.V. / Osram / Penny. / Premiere / Rivella / Saturn / Siemens / STIHL / TV Spielfilm / Uni Göttingen / ViO Wasser / Volkswagen / Weisser Ring e.V.