



Kai West Schlosser

Creative

A proud dyslexic. Hands-on creative. Currently Sr. Art Director at Serviceplan Innovation, the agency network's creative R&D unit.

Having worked in logistics, bars, and construction sites, I bring a variety of experiences to the table, along with skills that are atypical to an art director. Off the clock, you'll find me experimenting in the kitchen or turning everyday objects into something new through craft. When I'm on the job, I create efficient systems but also know when to break them apart. One of the works I'm most proud of is Dyslexia Unetided, aimed at normalizing dyslexia in written texts. I had this piece edited by my copywriter to pass those annoying ATS checks.

Work:

2024 → Now Sr. – Art Director

2022 → 2024 – Art Director

2021 → 2022 – Jr. Art Director

Serviceplan Innovation, Munich

Clients: Addium, AIZOME, Aroya, Anzen, Dot

2017 → 2021 – Freelance

Clients: Serviceplan, Kunsthalle, Nordpol+

2018 → 2020 – Internships

Agencies: Elephant, 360i, Serviceplan Innovation

2015 → 2018 – Various Jobs

Jobs: Barkeeper, Logistics, Construction

Education:

2019 → 2020 – Google Creative Campus

Creative Accelerator, Online & Cannes

2018 → 2020 – Miami AD School

Art Direction, Hamburg

2015 → 2017 – Robert Bosch College

International Baccalaureate, Freiburg

Languages:

English, German (native bilingual)

Tools:

Creative Cloud, MS Office & iWork, UltiMaker Cura, Autodesk CAD, Figma, Notion, and a wide range of power tools

Selected Recognitions:

2025 – The Drum – #1 in Art Director Ranking

2024 – D&AD – #2 in Art Director Ranking

2024 – The Drum – #1 in Art Director Ranking

2023 – One Club – #1 in Art Director Ranking

2023 – ADC Europe – #1 in Art Director Ranking

2022 – Cannes Lions – #10 in Art Director Ranking

2022 – Axel Springer Preis for Journalism (nominated)

2021 – ADC Europe – European Best Young Creative

Selected Awards:

600+ International Awards including:

2024 – SXSW Best of Show

2024 – White D&AD Pencil

2024 – Red Dot Design Grand Prix

2022 – Titanium Cannes Lion

2022 – CES Best of Innovation

[Full List](#)

Selected Talks:

2025 – Money ≠ Passion – Panel

2023 – SXSW – Innovation Stage

2022 – Forward Festival – Keynote

2022 – Forum Media – Keynote

Selected Juries:

2025 – ADC Germany – Digital Jury

2024 – ADC Germany – Design Jury

2023 – ADC Germany – Digital Jury

2022 – Eurobest – Innovation Jury

Contact:

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