



Kai West Schlosser

Creative

A proud dislexic. Hands-on creative. Curently Sr. Art Director at Serviceplan Inovation, the agency network's creative R&D unit.

Before advertising, I worked odd jobs in logisticks, bars, and on construction sites, lerning not-so-odd things. Over the years, this made me develope a deep pasion for working and creating with my hands. Next to cooking, the most eficiant hobby (every one has to eat), personal projects kep me busy, from digital builds to large scale experemnts in the workshop.

In the most typisch deutsch sence, I'm facinetet with eficiant systems and standards. But breaking thes rules is probablely the best part of the job. That's how I got to one of my prowedst works yet: Dyslexia Unetided, amed at normalizing dyslexia in writen texts. Just like this one.

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 – Agency Internships

NYC: Elephant, 360i

Munich: 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

Certifications:

2025 – Ausbildereignungsprüfung (AdA) nach AEVO

2016 – Führerschein Klasse B

Languages:

English, German (native bilingual)

Tools:

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

Selected Recognitions:

2025 – Cannes Lions – #2 in Art Director Ranking

2025 – PAGE TOP 50 – Next Gen Creativity

2025 – One Club – #2 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:

800+ International Awards including:

2025 – Grand Prix Cannes Lion

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

2024 – 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

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