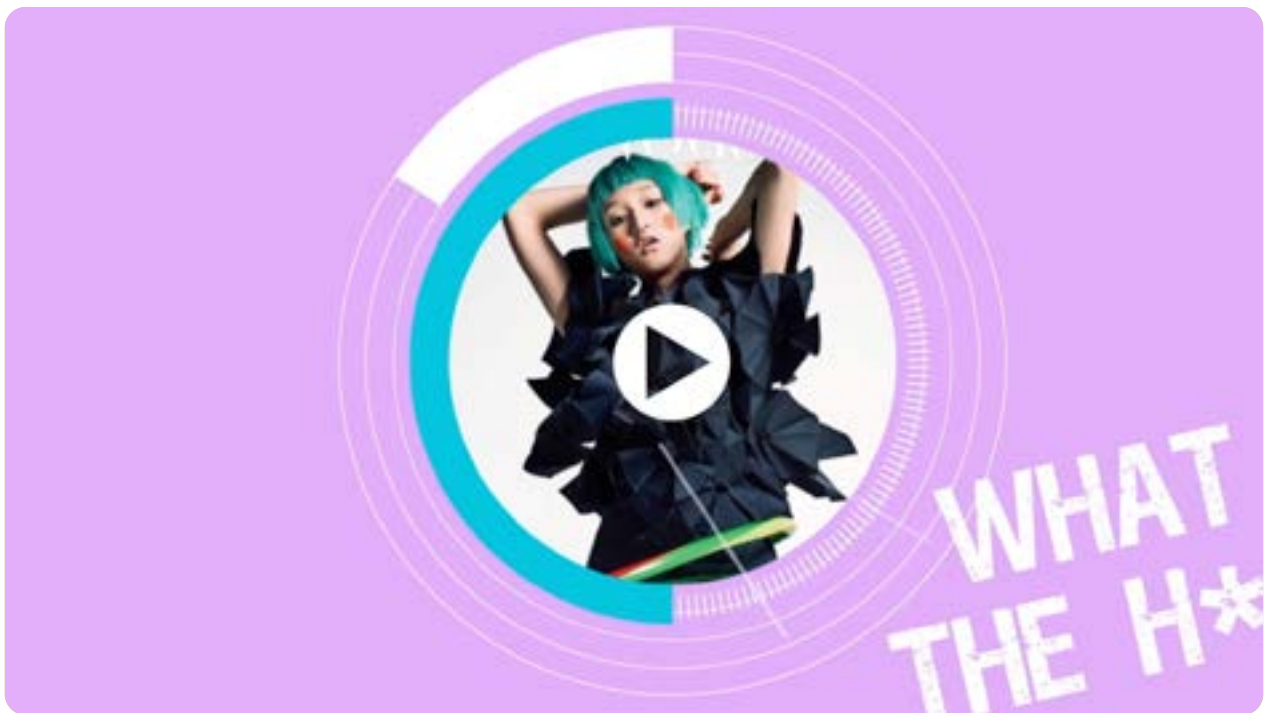


ULRIKE KERBER.



CREATIVE DIRECTOR

MOTION DESIGNER
CONTENT CREATOR

“

I AM AT HEART AN
ENTREPRENEURIAL,
HIGHLY CREATIVE
DESIGNER, THINKER
AND BRAND BUILDER.

”

ULRIKE KERBER

■ Zehdenicker Strasse 8a, 10119 Berlin

■ +49 1522 – 59 110 91

■ ulrike@vivadesign.com

■ ulrikekerber.com

ABOUT ME

I am at heart an entrepreneurial, highly creative designer, thinker and brand builder. In a nutshell what I am internationally known for:

Ideation, High-Level Concepts + Award-Winning Designs | Video Stories + Content Design Thinking, Creativity Expert, Workshop Leader | Communicator, Collaborator, Speaker Project Management + Production | Team Builder + Leader Strong Client Relations, Presentations, Pitch Decks | Global Brands + Celebrity Experience

Newly to Berlin, I am ready to work on location or hybrid. My German and English are fluent.

EXPERIENCE

CREATIVE DIRECTOR

USA + GERMANY, 2018 – NOW

Berlin International University, Berlin 2022: Teaching animation and motion design to advanced design students

HeymannBrandt, clients: Deichmann, Ursa, Gira, Rewe, Berlin:

When I moved to Germany in 2022-now. I design corporate and employer branding for a variety of German Clients with focus on animated social media video content.

Viacom CBS: MTV, BET, Nickelodeon, Comedy Central, New York:

2021-22, I designed and produced spots for with a reach of 30 million global subscribers.

NASA, LiveNation, SoulPancake, Los Angeles: As a visual storyteller and I develop video content, animate and produce animated videos for Participant Media that draw 450K views each.

Yahoo Sports, Skechers, Expedia, BBC, Drunk Elephant, Los Angeles:

Design of commercials, motion design and creative direction.

2019 Professor at SCAD, Savannah: Teaching visual communication and motion design

2018, Universal Kids, New York:

Design and Development of Brand concepts (logo, graphics, website, videos, brand style-guides etc). with a reach of 56 Million households in the USA, sprout is positioned between Disney and Nickelodeon. I oversaw the extensive brand creation for on-air and SoMe.

EXPERIENCE

CREATIVE DIRECTOR - MOTION DESIGN FOR NEWS

2017 – 2021

I worked in 2017/18 as a brand designer and content developer/motion designer for DW (Deutsche Welle), International News, on location in Berlin.

That position included building the **DW** Motion Design group, customizing videos up to 30 different languages with key target audiences in Africa/ Asia, writing concepts and animating short social media info-graphics and explainer videos, see a few [Video-Samples](#).

Brand Consultation for Digital News Media:

NEWSY, Scripps Network and Ozy News, USA

CREATIVE DIRECTOR @ E! ENTERTAINMENT TELEVISION, LA

2013 – 2016

At E! in Los Angeles, I designed Broadcast Station Branding: promos, logos and titles, upfront campaigns, presentations, special campaigns and sizzle reels. Part of this position was to maximize existing assets, come up with new ideas, produce visual branding graphics for the international department and adapting campaigns in French, German, English, Russian and more languages, see samples in reel [Ulrikerkerber.com](#)

CREATIVE DIRECTOR/ DESIGNER @ VIVA DESIGN INC, LA / SANTA BARBARA

2000 – 2016

At my own company Viva Design Inc. in Santa Barbara, CA, I worked with staff and free-lancers, contractors, film crews and teams at the creating of brands such as Oprah's OWN, Disney, Apple and many more, see at [vivadesign.com](#).

I designed Motion Design Templates for **APPLE/ iTunes**.

I created many storyboards and styleframes for **Known/ Stuncreative**, Los Angeles (a well-known company with the most BDA/ Promax Awards in the USA)

I designed the branding of TV Networks: **Showtime TV, Cosmopolitan TV, Discovery Channel, Sundance TV, ABC, OWN, Gameshow TV, HGTV**.

- Branding and Website: Museum of Contemporary Art, **MCA**
- Entertainment News package: **Entertainment Tonight**
- Academy Awards Graphics Package (The Oscar's red carpet coverage) for E! Entertainment TV and Music Awards show for **BET** (Black Entertainment Television)

TEACHING

Brand design, typography, video storytelling, motion design + animation:

Berlin International University, Berlin

now

Professor at SCAD, Savannah College of Art and Design

2019 – 2020

Hyperisland, Sweden 2017, Miami Ad School + SRH Design Akademie, Berlin

2017 – now

RECENT PUBLICATIONS

1. [“Brand effectively...”](#), Article on Medium, June 2022
2. [“About Ulrike Kerber”](#), Article in VoyageLA, Los Angeles, October 2020
3. [Shout Out Article](#), Los Angeles, Ulrike on Modern Leadership, May 2021
4. [“Power Women”](#), Videos on influential women, SoulPancake
5. [DW News Videos](#), 2016-2018, DW
6. [“The Feels”](#), 2018, video series about feelings, that do not have an English word, SoulPancake

AWARDS AND HONORS

Emmy Nomination for News Package, Art directors Club Award, Omni Awards, Type Directors Club Award, BDA /Promax Awards, New York Festival Awards

EDUCATION

Linkedin Learning: ongoing, HAW- University of Hamburg: Masters in Visual Communication
The Power of Awareness, Tara Brach, Certified

MEMBERSHIPS

AIGA, BDA/Promax, Women in Music, Women in Technology, Artist in residence at SBCAST, Santa Barbara’s Center for Art, Science and Technology

PORTFOLIOS

Portfolio



ulrikerkerber.com

Videos



[vimeo.com/
vivadesigndotcom](https://vimeo.com/vivadesigndotcom)

Stopmotion



[youtube.com/
vivakidstv](https://youtube.com/vivakidstv)

LinkedIn



[linkedin.com/in/
vivadesign/](https://linkedin.com/in/vivadesign/)

Instagram

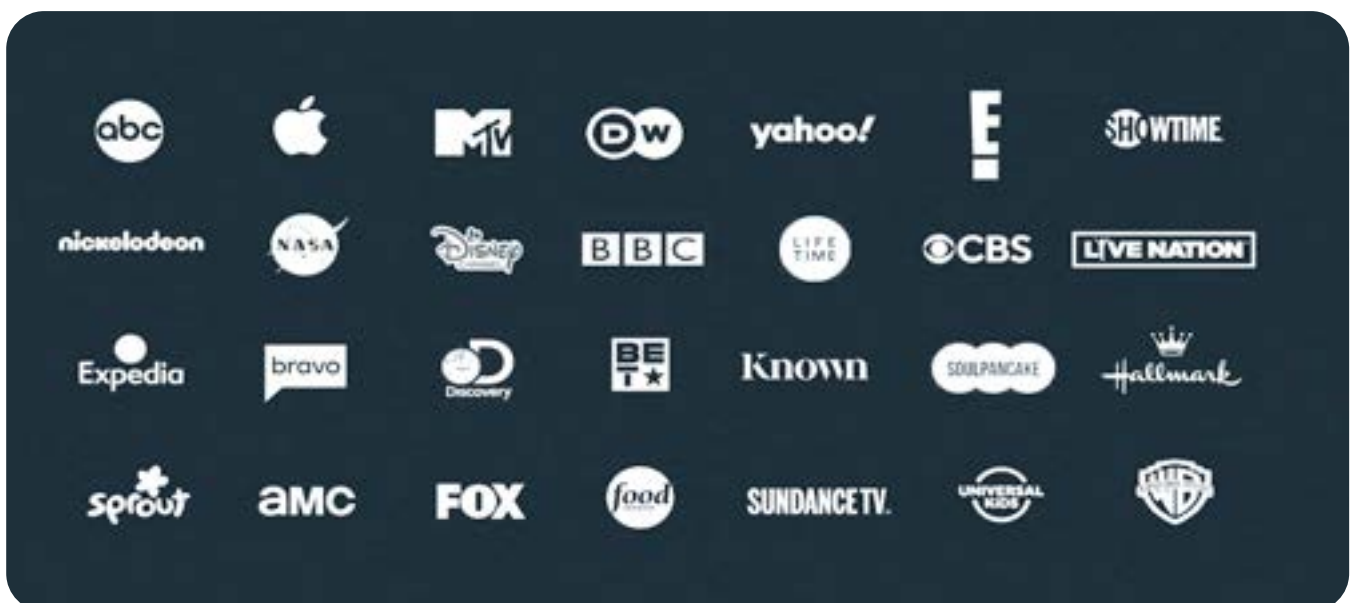


[instagram.com/
divadeviva/](https://instagram.com/divadeviva/)

SKILLS

- Branding (Message, ICP, Logo design, etc)
- Graphic + Motion Design
- Art Direction (photo/video/illustration)
- Leading new business pitches, proposals
- Strong communication & presentational skills
- Storytelling for News, Video Journalism
- Online strategy + design
- Social Media Video Content in various formats:
- Documentaries, Music Videos, Short Film
- Explainer Videos
- TV Network + Broadcast design
- On-Air Promos/ Shows
- 360 Ad Campaigns, Commercials
- Trend Reports: Design/fashion/ pop culture
- Pre-vis: Mood-boards, style-frames, storyboards
- Illustration, Asset Design, Print Materials
- large scale event projection, event design
- live action directing, video editing
- leading creative projects autonomously
- managing and team building
- Scrum method, Production organization

MY CLIENTS



REFERENCES

[linkedin.com/in/vivadesign/](https://www.linkedin.com/in/vivadesign/)
[ulrikerkerber.com/capacities](https://www.ulrikerkerber.com/capacities)

SOFTWARE

- Adobe AfterEffects CC
- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe Premiere CC
- Figma/Sketch
- Adobe Character Animator
- Keynote/ Powerpoint
- Microsoft Word/Excel
- Stop motion and Cel Animation
- Adobe InDesign, Adobe XD
- Later, Monday (social media planning)
- Asana, Awork
- Cinema 4d, Z-brush
- Photography/ Videography
- Augmented Reality Design, Artitive
- Canva, Miro

www.ulrikerkerber.com and [vivadesign.com](https://www.vivadesign.com)

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