



Leonard Wendt

Art Director

EXPERIENCE

- March 2023 – Present* **Art Director**
Jung von Matt SPORTS, Hamburg
Clients: Sparkasse, Amazon Games, adidas, Porsche, BMW, Hisense, FIFAe, DFB, Google Pixel.
- May 2021 – March 2023* **Junior Art Director**
Jung von Matt SPORTS, Hamburg
Clients: Sparkasse, Mercedes-Benz, adidas, Erste Group, Sheffield F.C., Hisense.
- January 2021 – May 2021* **Animator & Editor**
Lunity on YouTube
- September 2020 – December 2020* **Creative Intern**
Hjaltelin Stahl, Copenhagen
Clients: Suzuki, The Danish Rheumatism Association, Pandora, Krifa, Santa Maria.
- July 2020 – September 2020* **Creative Intern**
häppy, Hamburg
Clients: Rügenwalder Mühle, Prinzenrolle, Philadelphia.
- January 2020 – March 2020* **Creative Intern**
Ogilvy, Japan
Clients: The Macallan, Delta Air Lines, SHISEIDO.
- September 2019 – February 2019* **Vertical Studio Lab**
Facebook, Hamburg
- September 2019 – February 2019* **Marketing Manager**
Freerider Shop Hamburg GbR, Hamburg
- May 2017 – June 2017* **Intern**
Ubisoft, Barcelona
- November 2016 – April 2017* **Creative Conceptor**
Act Agency GmbH, Hamburg

ABOUT

Hi, I'm Leo. As a kid, I wanted to be an inventor like Gyro Gearloose. Because is there anything more exciting than chasing a crazy idea and making it real?

Today, I'm lucky to do just that for brands. Whether it's a wild gadget, a Twitch activation, or a script that moves people to tears — maybe the next one is one we'll create together.

CONTACT

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REFERENCES

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Jung von Matt SPORTS

Phanpadit Pangnanouvong
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Serviceplan Hamburg
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Prev.: Senior Copywriter
Jung von Matt SPORTS

EDUCATION

<i>January 2019 – March 2021</i>	Art Direction Portfolio Program Miami Ad School Europe, Hamburg
<i>March 2017 – December 2019</i>	International Design Management Institute of Design, Hamburg
<i>August 2008 – June 2016</i>	Abitur (A-Levels) Alexander-von-Humboldt Gymnasium, Neumünster

SKILLS

- Concepting
- Adobe CC: Photoshop, InDesign, After Effects, PremierePro, Illustrator
- AI: Midjourney, ChatGPT, Firefly (and probably the next great tool by the time you see this)
- FL Studio: sound design & mixing
- Creating presentation decks
- Presenting to the client
- Creatively accompanying film productions
- Bringing my deep knowledge of gaming and Twitch culture into my work
- Taking responsibility for the creative output from idea to execution
- Briefing and working with illustrators, editors, photographers & influencers
- Directing junior creatives and interns

OTHER

I played junior football Bundesliga for Holstein Kiel. I was in the top 0,1 % of all League of Legends players worldwide, one of the biggest e-sports games. Furthermore I directed and moderated my own livestream for two years on Twitch. I have been taking classical singing lessons since 2021 and have been producing my own music as a hobby. Additionally I am creating my own 3D action-adventure & platformer video game in Unity with the help of ChatGPT since 2024.

My native language is German, I am fluent in English and have basic conversation skills in Spanish.

AWARDS

Cannes Lions
Bronze 2x (2024)

New York Festivals
Gold (2024)
Bronze (2024)
Shortlist (2024)

CLIO Awards
Gold (2022)
Silver (2024) (2021)
Bronze (2024) (2022)
Shortlist (2022)

London International Awards
Bronze 2x (2024)
Finalist (2024)

ADC Europe
Gold (2024)
Bronze 2x (2024)

Epica Awards
Silver (2024)
Bronze (2024)

ADC Germany
Silver 4x (2024)
Bronze 4x (2024)

Deutscher Digital Award
Silver (2024)

Die Klappe
Bronze (2024)

Best of Content Marketing
Gold (2024)
Silver 3x (2024)

Hashtag Sports Awards
Best Social Media Campaign (2022)
Shortlist 2x (2024)

Eurobest
Shortlist 2x (2024)

One Show
Shortlist (2022)

Webby Awards
Honoree (2022)