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Simone Kapeller  
Creative Direction

Curriculum vitae

**Simone Anja Kapeller**  
born August 19th, 1983  
in Aalen, Baden-Wuerttemberg



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**Since November 2021**

**Head of Design, Ravensburger Verlag GmbH, Ravensburg**

Category Construction, Arts & Craft

February 2021 to September 2021

**Creative Director, familie redlich, Berlin**

Focus on: Brand Spaces, Trade Fair, Retail, Interior

Merger of HVS and familie redlich to form the „creative family“

January 2017 to January 2021

**Creative Director, hartmannvonsiebenthal (HVS), Berlin**

Focus on: Brand Spaces, Trade Fair, Retail, Interior

Clients a.o.: Alnatura, dm, EWE, o2/Telefónica,

PostFinance, Samsung, Sennheiser, Telekom, Vapiano

April 2015 to February 2020  
(semester-by-semester)

**Lecturer, HTW Berlin**

Course of studies: Business Communication

February 2014 to October 2016

**Art Director, BLACKSPACE, Munich**

Focus on: Spatial Communication, Trade Fair

Clients a.o.: BSH – Siemens-Electrogeräte,

Palfinger, Pinakotheken, Telekom, Volkswagen

September 2011 to December 2013

**Junior Art Director, Jung von Matt/relations, Cologne**

Focus on: Spatial Communication, Trade Fair, Event

Clients a.o.: BWT, Dt. Post, Dt. Krebshilfe, Keimling

Naturkost, Nikon B.V., Pernod Ricard, Severin

August 2009 to July 2011

**Freelancer Kreation, ZWEIPRO, Düsseldorf**

Focus on: Corporate/Communication Design

Clients a.o.: Monkey's Gastronomie, RKW Architektur +

Städtebau, Rumänische Kulturtag an der Ruhr

2006 to 2011

**Freiberuflich tätig in Stuttgart und Düsseldorf**

January 2006 to August 2008

**Freelancer Design Unit, pulsmacher, Ludwigsburg**

Focus on: Event/Live/Communication Design

Clients a.o.: Daimler AG/smart, Esprit Retail B.V.,

MAHLE GmbH, PWC, SATA GmbH & Co. KG, TIGI Haircare

August 2005 to January 2006

**Internship Design Unit, pulsmacher, Ludwigsburg**



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## Education

September 2008 to February 2011

### Exhibition Design, FH Düsseldorf

Master of Arts - Graduation with honors (1,0)

Master-Thesis: „Ein Quentchen Glück – 99 Gedanken“

Exhibition about happiness

September 2003 to August 2007

### Information Design, HdM Stuttgart

Bachelor of Arts - Graduation with honors (1,1)

Bachelor-Thesis: „injections“

Congress about „Urban Marketing“

Concept and Corporate Design

July 2003

### Ostalb-Gymnasium Bopfingen

Abitur - Graduation with honors (1,0)

## Skills

Profound skills

**Illustrator, InDesign, Photoshop (Creative Suite)  
iWorks, Microsoft Office**

Basic skills

**Cinema 4D, SketchUp, Dreamweaver, Flash, CSS,  
Processing, audio and video editing**

Other

**DTP- and prepress-skills,  
Experience in construction supervision and  
supplier instruction**

Languages

**German** - Mother tongue

**English**

**French, Spanish** - Basic skills

**Latin** - proficiency certificate

## Organisations

ddc – Deutscher Designer Club e.V.

**Membership since 2019**



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## Awards

2021 – BrandEx, Best stand S  
2021 – German Design Award  
2021 – German Design Award  
2020 – BrandEx  
2020 – EuroShop Awards  
2020 – Iconic Awards  
2020 – Iconic Awards  
2020 – Red Dot Award  
2019 – German Brand Award  
2019 – German Design Award  
2019 – Iconic Awards  
2018 – Corporate Design Preis  
2018 – German Design Award  
2018 – German Design Award  
2018 – German Design Award  
2018 – Golden Award of Montreux  
2018 – Iconic Awards  
2018 – ddc  
2017 – Iconic Awards  
2016 – iF Design Award  
2015 – Golden Award of Montreux  
2012 – ADC Nachwuchswettbewerb  
2011 – Red Dot: Junior Award  
2008 – iF communication design award

**Winner**, HVS fair stand at Euroshop 2020  
**Special Mention**, HVS Corporate Design Relaunch  
**Special Mention**, HVS fair stand at Euroshop 2020  
**Winner (Bronze)**, HVS for Telekom LoveMagenta Pop-up  
**Honorable Mention**, HVS fair stand at Euroshop 2020  
**Winner**, HVS Corporate Design Relaunch  
**Winner**, HVS fair stand at Euroshop 2020  
**Winner**, HVS fair stand at Euroshop 2020  
**Winner**, HVS for Kaffeerösterei Baum  
**Special Mention**, HVS for Vapiano Headquarters  
**Winner**, HVS for Telekom LoveMagenta Pop-up  
**Nominee (Bronze)**, HVS for Kaffeerösterei Baum  
**Special Mention**, HVS for Kaffeerösterei Baum  
**Special Mention**, HVS for Telekom at HMI 2017  
**Winner**, HVS for O2 Live Flagship Stores  
**Finalist**, HVS for Kaffeerösterei Baum  
**Winner**, HVS for Vapiano Headquarters  
**Finalist**, HVS for Telekom at HMI 2017  
**Winner**, HVS for Telekom at HMI 2017  
**Winner**, BLACKSPACE for Siemens fair stand at IFA 2014  
**Finalist**, BLACKSPACE for Siemens fair stand at IFA 2014  
**Special Mention**, Master-Thesis  
**Winner**, Master-Thesis  
**Winner**, pulsmacher for esprit/edc event catalogue

Best regards  
Simone Kapeller