

Ryan Gerber is a Freelance Creative Director / Art Director

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These are places I've worked

Wieden + Kennedy, Shanghai *Creative Director, 2010 – 2014*

Jeep, Chrysler, Beats By Dre, Converse, 2K Sports, Levis, Fiat, Nike Sportswear.
New business. The resident foreigner with all of those tattoos.

R/GA, New York *Creative Director, 2007 – 2010*

Nike, Pepsi, Amp Energy, ChapStick, Mountain Dew, New Business
This pretty much sums it up. vimeo.com/52801457

FCB (Before the Draft), New York *VP, Global Creative Director, 2006 – 2007*

Motorola, New Business.

Freestyle, San Francisco *Sr. Art Director, 2006*

Burton

Ogilvy West, Mostly San Francisco *Sr. Art Director, 2004 – 2006*

Yahoo, BP, New Business

Fox Racing, Morgan Hill *Design Director, 2004*

Client Side

Butler, Shine, Stern and Partners, San Francisco *Art Director, 2003*

BV Wines

Moxie Method, San Francisco *Art Director/Designer, 2002*

SKYY Vodka, Bonny Doon, Duvel Beer, Cocoa Petes

Hired Gun, SF & Honolulu *Art Director/Designer/Director/Dishwasher, 1996-2004*

Freebord, Flowlab, Loaded, Fuse, Fuel, Sessions Snowboards, Starving Musicians

SVA, New York *Teacher, 2008-2010*

Occasionally taught things, mostly got mistaken for a student.

Advertising & Graphic Design

This is where I was educated

Academy of Art College, San Francisco *Film School drop out*

Expression Center, San Francisco *BA in Graphic Design*

Commonwealth INT'L University, Honolulu *AA in Graphic Design*

Kapiolani Community College, Honolulu *Creative Writing, Tomfoolery*

Here are a few things that you can expect from me

I am an award winning creative director and film maker with over 16 years of experience across a wide variety of channels and mediums. I hate using terms like integrated, but if you look at my work, you'll see that I like to make stuff and often times it doesn't really matter what the medium is. If it's interesting. If it does the job it was designed to do. Then I'm generally happy. Though I'm a creative, so I'm never genuinely happy.

I like making films just as much as I like creating experiences. I also enjoy doing all of the little and big things that happen in between. I think it's a good thing to come in to work a little bit stupid, because then there is always something new to pick up.

As a leader, I've led teams big and small. I have had the privilege of a global career, working with some of my biggest heroes, as well as some people I'd rather choose to forget. I've failed big, but I took my lumps and went right back in that ring.

I've helped win millions of dollars worth of new business for the agencies I've worked for. I've challenged some of my most difficult clients with thinking they didn't really ask for or want. And I've spent hours crafting something that nobody sane would actually notice, all because I would...

All in all, I've done this long enough that I've enjoyed great success and utter failure. These are the building blocks of any fortunate career. And I keep doing this, because I still feel like the best is yet to come.

Worth Mentioning

I once worked as a fashion photographer for an entire year. I've edited an infomercial, spent several years as a bartender to make rent. Worked in the art department of a terrible motion picture and not too long before all of that, I was just a kid who knew how to operate a forklift. Yep, Construction. I have fond memories of all of those things.

That said, some of my fondest memories are reserved for the time I spent playing guitar in my band in High School. A Heavy Metal band. To this day, nothing makes me smile more than a little Iron Maiden set to 11.

Honors & Awards

Over the years I've picked up a few shiny objects and honorable mentions. It's a pretty standard list of lions, pencils and other inanimate objects. However, one of my favorite "mentions" was a piece of media coverage that aired on Fox News for an app that I made while at R/GA. It was for the energy drink Amp Energy. Watch it here. vimeo.com/9065503