

# FREDERIC GEUEKE

ART DIRECTION / PROMPT DESIGN / CAMPAIGN CRAFT

## RECRUITER DOSSIER

UPDATED 19 MAY 2026

### WHAT IS INSIDE

- About, Awards, CV, Education
- Tool stack and AI workflow
- Selected work snapshots
- Top 10 prompt cases with prompts

### PROFILE

ROLE FOCUS

**Art Direction / Prompt Design / Campaign Craft**

EXPERIENCE

**2018 - Now**

BASED

**Germany**

AVAILABILITY

**Selected Projects**

### HIGHLIGHTS

AWARDS

**BCM, ADC, Effie, NYF**

CORE STACK

**Adobe CC, Midjourney, Firefly, Flux, Veo, Kling**

STRENGTH

**Concept, Prompting, Campaign Thinking**

OUTPUT

**TVC, OOH, Key Visuals, Prompt Series**

### PINTEREST METRICS

SCREENSHOT BASELINE

MONTHLY VIEWS <b>280K</b>	IMPRESSIONS <b>3.51M</b>	INTERACTIONS <b>100.6K</b>	SAVES <b>12.55K</b>
OUTBOUND CLICKS <b>207</b>	TOTAL AUDIENCE <b>1.6M</b>	ENGAGED AUDIENCE <b>67.99K</b>	

### CAREER TIMELINE

2024 - NOW Prompt Artist & Art Director - Krombacher Gruppe

2022 - 2024 Prompt Artist & Art Director - Saatchi & Saatchi

2021 - 2022 Junior Art Director - alle freiheit

2020 - 2021 Junior Art Director - notlikeyou

2019 - 2020 Art Trainee - Havas Germany

2019 Art Intern - Havas Germany

2018 - 2019 Working Student Design - ACTC GmbH

### EDUCATION

2016 - 2020 Bachelor of Communication Design - Hochschule Dusseldorf

2015 - 2016 Communication Design - FH Aachen

### SKILL STACK

#### PROMPTING + AI

- MIDJOURNEY
- WEAVY AI
- NANOBANANA PRO
- ADOBE FIREFLY
- FLUX
- VEO
- KLING
- CLAUDE
- CHATGPT CODEX
- GEMINI
- ELEVEN LABS
- LUMA AI
- SORA

#### DESIGN + ADOBE

- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN
- LIGHTROOM
- BRIDGE
- ADOBE XD
- ADOBE EXPRESS

#### MOTION + POST

- AFTER EFFECTS
- PREMIERE PRO
- DAVINCI RESOLVE
- POSTBRIEFINGS
- PHOTO / FILM GRADING CHECK

#### PRODUCTION + 3D

- PRODUCTION ORGA
- PRODUCTION BOOKINGS
- BAMBU LAB ECOSYSTEM
- PROTOTYPE ITERATION



## REWE SUSTAINABILITY POOL SHOOTING

2024 | LEAD ART DIRECTOR | SAATCHI & SAATCHI

Concept and production of a visual series translating sustainability claims into clear visual proof points.

OUTPUT: TVC / OOH / KEY VISUALS / SOCIAL



## SIEMENS BRAND RESHAPING

2022 | TEAM LEAD ART DIRECTION | SAATCHI & SAATCHI

Brand and product world reset for Home Appliances across TVC, pool shootings and rollout assets.

OUTPUT: TVC / OOH / KEY VISUALS / SOCIAL



## REWE SALES COM

2023 | TEAM LEAD ART DIRECTION | SAATCHI & SAATCHI

National OOH key visual development with sharp campaign language and retail impact focus.

OUTPUT: TVC / OOH / KEY VISUALS / SOCIAL



## CITROEN - DAS ENDE EINER AERA

2019 | ART DIRECTOR | HAVAS

Campaign concept and execution capturing the emotional close of an automotive chapter.

OUTPUT: TVC / OOH / KEY VISUALS / SOCIAL



## SENSE EIGHT BRANDING

2024 | LEAD CREATIVE DIRECTOR

Complete brand build from strategy to photoshoot, visuals and campaign-ready identity systems.

OUTPUT: TVC / OOH / KEY VISUALS / SOCIAL



## ADAN CAREERS

2023 | CREATIVE DIRECTION | NATIONAL CAMPAIGN

Employer-focused campaign direction and OOH execution with a clear, high-impact visual voice.

OUTPUT: TVC / OOH / KEY VISUALS / SOCIAL



### CASE\_01 NEO RENAISSANCE

Baroque anti-gravity portrait study.

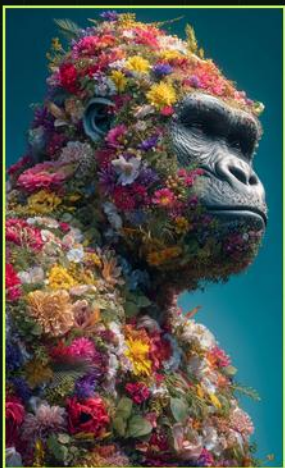
A baroque-style, hyperrealistic full-body portrait of an extraordinarily beautiful man, suspended in a space where gravity no longer exists. The entire environment floats with him weightless, timeless, silent. He drifts in mid-air, body poised with effortless grace, bathed in intense, directional sunlight streaming th...



### CASE\_02 GOLDFISHGLASS

Underwater couture with drifting goldfish.

A wide shot of a surreal underwater portrait of a man in a glossy black raincoat with a hood, standing still and serene among 3 to 4 softly drifting orange goldfish, soft light diffusing gently from the water surface above, water droplets shimmering subtly on the coat, a calm and ethereal facial expression, captured s...



### CASE\_03 ANIMALS

Floral lion portrait in cyan light.

Wes anderson style hyper realistic photography of a Lion composed entirely of vibrant, blooming flowers, layers of flowers in a variety of colors. sunlight filters through, highlighting its intricate, botanical design, cool realistic portrait painting, cyan background, full length portrait --ar 58:77 --raw --profile t...



### CASE\_04 ON THE RUN

Motion blur streetwear travel portrait.

A Close up of a contemporary editorial fashion shot of a white model in a black oversized leather jacket streetwear look in a Movement around her baby blue suitcase of RIMOWA . The background is a plain gradient dark grey blue. She has long hair,neutral studio background, minimal shadows,high-contrast lighting, powerf...



### CASE\_05 FLOWER EYES

Floral lashes on freckled skin.

A photograph of eyelashes made out of flowers, on freckled skin, in the style of surrealism. --ar 58:77 --raw --profile t8kjvdj



### CASE\_06 BIOMECHANICAL

Afrofuturist biomech relic with warm pulse.

A floating biomechanical fragment of an artificially engineered being a titanium-reinforced exposed spine encased in semi-transparent organic tissue, glowing bioluminescent nerve strands running along the vertebrae, soft pulsing orange light under translucent skin embedded photorealistic human eye, pulsing with emotio...



### CASE\_07 HIKING ON THE MOON

Zero-gravity cargo couture on lunar light.

a no gravity balenciage fashion with models wearing an oversized fit with wildly creative cargo pockets explodes moon with a radiant glow, no gravity --chaos 50 --ar 3:4 --raw --sref 756517311 --profile s4idb6w --sv 4 --stylize 200



### CASE\_08 TOKYO NINJAS

Neon wheelie chase in Tokyo blur.

Fujifilm Superia X-TRA 400 film still, Hayabusa motorcycle on one wheel, man in a green ski mask, racing alongside a white Nissan Skyline R33 GTR. In the style of dramatic documentary, intense flashlights on his face, in motion blur, Tokyo, high-speed chase, neon lights, urban background, cinematic atmosphere, wheelie...



### CASE\_09 WILD WILD WEST

Spotted herd surrealism in close focus.

a herd of horses with black spots on their bodies, in the style of David Hockney and Yayoi Kusama, photography, surrealism, highly detailed, close-up.



### CASE\_10 DIAMOND AVOCADO

Luxury still life with gemstone core.

Surreal luxury still life of a halved ripe avocado, cleanly cut and placed open on a soft pastel pink studio surface. Instead of the pit, each half contains a large faceted gemstone, cut like a high-jewelry diamond, perfectly fitted into the avocado cavity. The gemstones are translucent with subtle champagne-rose refl...

# READY FOR A CALL

## Frederic Geueke

Art Direction / Prompt Design / Creative Systems

**Email: [info@fredericgeueke.de](mailto:info@fredericgeueke.de)**

**Portfolio: [fredericgeueke.de](https://fredericgeueke.de)**

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### HIGHLIGHT METRICS

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IMPRESSIONS	3.51M
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