

Summary

Experienced information designer, passionate about graphic and interactive design, seeks challenging projects to apply her high level of creativity.

Key Skills

Inventive Creative

Able to generate original ideas and designs through high-level conceptual knowledge and an awareness of the wider context. Strong research and information organisation skills.

Dynamic Communicator

With strong presentation, visualisation, and writing skills. Works well with others. Excellent command of English. First language is German.

Experienced Tech-Savvy

By using appropriate tools and systems to create concepts and artworks for print and new media including Indesign CS3, Photoshop CS3, Illustrator CS3, Dreamweaver CS3, Fireworks CS3, and MS Office.

Passionate Multi-disciplinary

Able to use specialist knowledge and skills of graphic, information, and interactive design to translate a message into an accessible and captivating experience.

Experience

2006–2008

After working several years in digital agencies I took the opportunity to concentrate on new ideas by completing the MA in Communication Design at the Central St Martins College of Art & Design in London.

Skills/Activities included

Inventing and designing the concept, the structure, and the functionality of the "Digital Volvelles 1.0", which is an interactive application for the use on a multitouch able table (-> digitalvolvelles.com).

Determined research, development and project management.

Successfully collaborating with specialists from other disciplines like programming and installation design.

1997–2006

I worked as an interactive art director for Scoop Next Level Marketing (-> scoopnextlevel.com), EURO RSCG 4D (-> eurorscg.at), and YUMYUM Communications (-> yumyum.at) in Vienna, Austria - creating for brands like Telekom Austria (-> telekom.at), BILLA AG (-> billa.at), AVL List GmbH (-> avl.com), and Peugeot Austria (-> peugeot.at).

Skills/Activities included

Successfully developed integrated campaigns, online promotions and CMS-driven websites like film.at (-> film.at) and events.at (-> events.at).

Working and collaborating closely with developers, clients, and strategists. Consulting clients and present to them.

Co-ordinate, manage and prepare content for multi-platform distribution.

Awards

2004

Columbus Award, Gold

Austrian award for the microsite of Horizont Soccer Cup 2003 (-> human-i.at/sites/soccercup)

2002

NMA 2002

German award for the social awareness online campaign and microsite for the Austrian Development Cooperation

2000

I-Gate Award

Austrian award for an outstanding performance in design and usability for events.at (-> events.at)

1998

at-Award

Austrian award for best service e-commerce website events.at (-> events.at)

Education

2006–2008

MA Communication Design at the Central Saint Martins College of Art & Design, London

1995–1997

BA Communication Design at the Communication Design College Pöchlarn, Lower Austria

1993–1995

Foundation Course at the Viennese Art College, Vienna

Personal Attributes

*Visionary
Curious
Self-driven
Open*

Inventive; creative; cultural aware

Reading; researching; observing

Pro-active; flexible; reliable; strives for quality

Tolerant; communicative; optimistic; fun

Interests

Creating

Designing, writing stories & blogs, photographing, bookbinding, screen printing, monoprinting

Thinking

Reading, observing, interacting, philosophing, popular culture

Relaxing

Listening to music and interviews, watching documentaries, visiting exhibitions, traveling around the world, looking at Architecture, going cross-country skiing, collecting, arranging, and archiving information, images, text.

Potential Referees

*Amir Tavakolian
Stephan Schröcker
Maria Gandra
Sadhna Jain*

Chief Executive Officer; scoop next level marketing

Creative Director; Euro RSCG Vienna

Art director; Mwmcreative Ltd

Route Leader: Digital Media MA; Central St. Martin's

All details upon request