

CREATIVE and DESIGN DIRECTOR

An Award-winning Interdisciplinary International Architect and Designer with 8 years experience as Creative Director, 10+ years experience in Project Management and 15+ years of conceptual visual and graphic design experience, including 5 years of interaction and web-design. Specializes in creating 'emotional experiences and ambiances' within the physical environment and products using emerging and interactive technologies, lighting, architectural and visual design. Translates vision and strategy into executable, integrative, creative solutions across multiple design sectors. Creates recognizable identities and user experiences to strengthen the market distinction of a space, product, or brand. Communicates ideas visually and coordinates the creative process to execution. Leads and inspires project teams to actively contribute to a culture of innovation, design excellence and accountability. Fluent in English and German with extensive international experience on high profile and widely published projects.

DESIGN EXPERTISE:

- Architecture**
- Lighting Design**
- Product Development**
- Experience Design**
- 2D / 3D Graphic Design**
- Interface & Interaction / Web**

WORK EXPERIENCE***i3D, inc.* – interdisciplinary DESIGN CONSULTANTS, NYC****2007-2012*****Principal & Design Director***

- Principal creative design direction from concept to execution on 20+ worldwide recognized, multi-disciplinary projects in the areas of architecture, lighting design, graphics & branding, product development and interface design (iPad, iPhone, and web).
- Lead business development (doubled revenues for each of 4 years), driving extension of core business into new markets; Write 40+ proposals and contracts, including fee structures and project financials; create sales pitches; develop marketing campaigns & strategy.
- Work on lean start-up, MVP development, seed funding & financial models, pitch-decks, term sheets, industry & product partnerships.
- Manage client relationships including high profile individuals, leading a team of 2-6; develop design presentations; handle project, budget, and resource management; selected production work; project coordination and design management; 30-65% travel.

L'OBSERVATOIRE INTERNATIONAL, Lighting Consultants, NYC**2002-2007*****Creative Director & Project Manager***

- Provided creative design direction and project management on 25+ international, high-profile, award-winning projects in lighting design with graphics & branding and product development aspects; production work on another world-renown 20+ projects.
- Developed a strong design identity, defining moods, user experiences, and brand environments; advocated design excellence; contributed to concept development, unique visual design, and design presentations including 2D/3D renderings.
- Managed clients and project team relationships, leading teams of 8+ through schematic design, design development and construction document phases; project management and coordination; managed lighting budgets up to \$20million; 20% travel.
- Production work: drawings & details, fixture & control specifications, coordination, site visits, mock-ups, custom designs.

STAMBERG AFERIAT ARCHITECTURE, NYC**2001-2002*****Architect & Designer***

- Design architect for residential projects, responsible for creation of strong visual identity.
- Focused on 2D drafting, detail development, construction documents, site visits, and 3D modelling.
- Drafted graphic design for presentations, competitions, promotion material, portfolio and website development / programming.

ARCHI-TECTONICS (Winka Dubbeldam), NYC**2000-2001, 2002*****Architect & Designer***

- Design architect for published architectural projects (design development, drawings, 3D & CAD).
- Developed and executed published, interactive media installation; researched technology; contributed to special research projects.
- Created visual design & branding for 2D graphic & 3D digital designs including portfolio work, promotional materials, and websites.

ASYMPTOTE ARCHITECTURE (Hani Rashid, Lise Anne Couture), NYC**2000*****Architect & Designer***

- Design architect for published architectural and product design projects for high-profile clients.
- Work included drawing production, detail development, site surveys and visual graphics in 3D and 2D.

KLOSTER, WIEBE & PARTNERS - Architects, Braunschweig, Germany**1995-1997*****Architectural Designer***

- Architectural designer for commercial and residential buildings. Work included model building, drawing production, site surveys.

BEATRICE WITZGALL

TEACHING & RESEARCH

- Various Architecture Universities** in New England, USA **Architectural Guest Critic** **2002-2012**
Parsons School of Design, Pratt, City College NY, University of Pennsylvania for Enrique Norton, Ali Rahim, Vanessa Keith, etc.
- Parsons School of Design, MFA Design and Technology**, New York **Instructor** **2002-2003**
Developed a collaborative studio class about "Responsive Architecture": how does technology influence the way we live? Over two semesters we built an "Architecture Intervention", a physical interactive and architectural lobby installation combining light, sensors, remote input, movable panels and physical space reconfiguration. Installation was featured in several publications.
- MIT – Media Lab**, Cambridge, MA **Collaborator** **2000-2003**
Contributed to research projects, publications, installations and exhibitions focused on how architecture and how we will live in the future will be influenced by emerging technologies, involving the use of sensors and interactive technologies to convey ambient information. Primary collaborators were Jofish Kaye (Counter Intelligence Group); Winslow Burleson (Ted Selker's Context-Aware Computing & Affective Computing Group); Anthony Townsend, (NYC wireless.org; former MIT Media Lab).
- MERL - Mitsubishi Electric Research Lab**, Cambridge, MA **Interface Designer** **2000**
Interaction & interface designer for Carol Strohecker's interactive learning environments group for "Zyklodeon" and "Bones". Bones was exhibited at Boston Museum of Science, Dinosaur Exhibition; both at SIGGRAPH 2002 and ACM.
- Technical University Braunschweig**, Germany **Instructor & Consultant** **1997-1999**
Digital graphics and computer consultant for 5 different architectural departments. Taught 2D and 3D-computer courses, visual design, graphic production and layouts, including print management for various publications and exhibitions.

CONSULTING WORK

- 2003 - 2005 **Smartslab, UK**: product and user experience consultant for emerging lighting technology and project manager for the USA
2003 - 2004 **Gate Offices, NYC**: architectural design of headquarter office space (from concept to DD)
2002 - 2003 **Ambient Devices, Cambridge, MA**: product & technology development collaborator for new market possibilities
2001 **Contemporary Architecture Practice (Ali Rahim), NYC**: design architect & 3D max modeler (published)
2000 - 2003 **Hille Architects, Germany**: design corporate identity including website design and development
1998 - 2000 **EXPO 2000 & Kinderhorizonte, Germany**: selected architect for a "light-play-house"

EDUCATION

- 2012 **Zicklin School of Business, Baruch College**, CAPS – Certificate Program in Business Management & Development
1999 - 2000 **Rhode Island School of Design**, Providence, RI, Graduate Program of Architecture with interdisciplinary emphasis
1996 - 1999 **HBK Braunschweig (Hochschule fuer bildende Kuenste / University of Art)**: various courses in computer graphics
1993 - 1999/01 **Technical University Braunschweig**, Germany: **Master of Architecture** / Diplom (Dipl.-Ing. Arch.)

AWARDS & HONORS

- 2011 **World Superyacht Awards**: Judge's Commendation for the 85m M/Y PACIFIC
2010 **LUMEN AWARD Winner, Award of Merit from IESNYC** for Lincoln Center and Juilliard School, NYC
2009 **INDEX AWARD Nomination** for PINK, NEW ORLEANS with BRAD PITT
2008-2013 **"Outstanding skills in their profession"** awarded by US immigration in form of the rare O-Visa
1998 Competition winning Architect for **EXPO 2000** Project: "LIGHT-PLAY-HOUSE" for Children, Braunschweig
1993 Bavarian State Award of the Talented

OTHER SKILLS & INFORMATION

- LANGUAGES: Fluent German and English
COMPUTER: PC & Mac platform; Adobe Creative Suite, Autocad (Microstation), Office, 3D Modeling Programs, Basic Web
INTERESTS: Competitive Sailing, Yachts, Traveling, Entrepreneurship, Innovation, Diving, Arts, Sculpture, Skiing

* List of selected **PUBLICATIONS & EXHIBITIONS** as well as **PORTFOLIO WORK & PROJECT LIST** are available upon request *