

# FRANZISKA CONRAD

## CONTACT INFORMATION

### BY REQUEST

**MAIL:** info@franziskaconrad.co.uk

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## PROFESSIONAL EXPERIENCE

### FOUNDER OF 'INHERENTLY GOOD DESIGN' (June 05 ongoing)

I have been running a small design studio with the focus on outdoor equipment. My most successful product is the Quick Pitch SS self-recting tent (Reg. Design No 3021187), which has been manufactured through Gelert Ltd and marketed in the UK, US & Europe since 2006 for clients such as Argos, GoOutdoors & Halfords. Grown into a family of festival tents sales have surpassed the 250000 mark. It featured in Stephen Fry's '100 Greatest Gadgets' show in 2011.

### BOURNEMOUTH UNIVERSITY (Nov 09 ongoing)

I am pathway leader for BA/BSc (HONS) Product Design and teach the Projects & Prototypes unit in the 1st and 2nd year. I am also project mentor to final year Product Design students.

### PRODUCT DESIGN MANAGER (Nov 05 - Aug 07)

At **Anniversary House** in Bournemouth - development of seasonal products for John Lewis, Clinton Cards as well as own brand designs. Product range: Easter egg hunt kits, figurines, candles & craft articles often in bespoke packaging. Tight dead-lines, material & supplier sourcing world-wide, sample production & in-house manufacture management were my responsibility. I also produced brochures & promotional materials.

### PRODUCT DESIGNER (Sep 02 - July 03) At BRODBECK DESIGN

in Munich, Germany I was part of a team of designers & model-builders working on various conception to birth projects from office & bathroom furniture to backpacks & full luggage solutions. I was also involved in the organisation and presentations & exhibitions.

**SET-HAND** (Aug - Oct 00) for **FFP Media** - Work-placement with art-department working with set-designers & craftsmen on location under very tight deadlines building sets and props.

**INTERN** (June - Sept 99) at **Porzellan Manufaktur Fuerstenberg** in Germany. Work-placement in mould and model building and the creation of high-end porcelain articles.

## AWARDS/SCHOLAR- & FELLOWSHIPS

- RAE Visiting Teaching Fellow at BU (Oct 09 - June 11)
- Best Post Graduate Student, School of DEC, BU (Nov 2009)
- NCGE Flying Start Global Entrepreneurship Fellowship in the UK & the US (July 08 - June 2009)

## EDUCATION

**Mini MBA** - (2008/09) - UK government funded program in the UK and the US, business seminars at Harvard, MIT and Stanford & Internship with Willoughby Design Group in Kansas City, USA

**MSc SUSTAINABLE PRODUCT DESIGN** - (2007/08) - Distinction - Thesis supported HEA funded project to develop a web-based tool for designers/engineers. Paper presented at 09 EDPE Conference.

**BA(hons) PRODUCT DESIGN** - (1999-2004) - 2i - An initial artistic & free-thinking 2 years of PD studies at KhS Kassel, Germany and an additional 3 years design-engineering education at Bournemouth University. Final Project: **QUICK PITCH SS** - self-recting festival tent.

## SOFTWARE SKILLS

<b>Adobe:</b>	Photoshop, Illustrator and InDesign CS3
<b>3D Modelling:</b>	Rhinoceros 4.0, 3D Studio Max beginner
<b>Drawing:</b>	AutoCAD2001
<b>Microsoft:</b>	Word, Excel, Powerpoint 2010 and below
<b>Web:</b>	HTML programming, GoLive

## ADDITIONAL SKILLS

<b>Manual:</b>	Sketching, free-hand drawing, model-making
<b>Digital:</b>	Laser Printing, CNC Milling, 3D Printing
<b>Language:</b>	Fluent in English & German, written and spoken, basic level French, just started leaning Dutch

## PERSONAL INTERESTS

I love being outside & physically active. I practice Yoga, cycle where I can and like snowboarding in the winter. I restore furniture, like to sew and I grow my own veggies. I enjoy museums, especially the interactive kind. I read less than I would like to and visit art & design exhibitions. I try to explore outside spaces and I'm interested in old and new architecture. Going to places off the beaten track & experiencing their culture is a passion. Spending time with family & friends is essential for me.

THANKS FOR YOUR TIME!

INSPIRATOR

NATURE LOVER

DRIVEN WORKER

FLEXIBILITY EXPERT

SUSTAINABILITY PRO

TEAM PLAYER

CLIENT JUGGLER

SCHEDULE MAKER

PRESENTER

MODEL BUILDER

INVESTIGATOR

IDEA GENERATOR

PROBLEM SOLVER

INNOVATOR

PRODUCT DESIGNER

VISUAL THINKER