

biography

about amy stafford

Since 2000 Amy has been busy in Berlin as an interdisciplinary creative - with work including branding and identity consulting, graphic design, writing and fine art. Her extensive international experience and education have given her the unique ability to express diverse ideas through multiple channels, whether visual or written; working personally with clients to create unique and effective communication solutions.

Her visual work has been exhibited in Europe and the US and writing published internationally. She has also held professor positions at art & design colleges and lectured on the topic of branding and identity creation to academic and business communities.

education

2003 Berlitz, Berlin, Germany
Certificate in 4th level general German

1996 Center for Electronic Arts, SF, CA
Certificate in Desktop Publishing and Multimedia

1994 MFA—Maryland Institute, College of Art, Baltimore, MD, US

1992 BFA—The School of the Art Institute of Chicago, IL, US

business focus

Brand & Identity Development
Design & Visual Strategy Consulting

professor posts

The Art Institutes-Study Abroad in Berlin
L4 Institute GmbH, Berlin

lectures

Humboldt University, Berlin 2010
Siguaraya Galerie, Berlin 2010
Kaospilots, White Week, Aarhus, Denmark 2009
Lucky Thinking Symposium, Berlin 2009
Touro College, Berlin, 2007 & 2009
Society for Literature and Science, Conference at Cite Université, Paris 2004

professional specialization

Branding & Design
Strategic Concept Development
Consulting & Coaching
Visualizations & realizations of ideas, taking form as:

- creative & art direction
- logos, symbols & illustrations
- corporate ID packages
- website & print design
- brochures & PPT
- brand mood boards
- copy-writing & tag lines
- products
- wearables
- interior design
- trade-fair booths

clients include

agency partners

Kaleidoscope Marketing Group, NYC
Bic, USA
Response Genetics
Dial, Renuzit
Artisan 14, Paris
WWF-France
L'Ademe
Global Ethics Resource Center
Arthesia AG, Berlin & Zurich
Deutsche Bank
Swiss Re
Pricewaterhouse Coopers
Red Onion GmbH, Berlin
Volkswagen—Autostadt

independent clients

Katarina Witt
La Gaia, Finland/Italy
Gaia Travels, Finland/Italy
Oikovest / Tundra Capital, Berlin
Dan Pearlman Kommunikation Architektur
Gisbert Pöppler Architektur-Interieur
Riad Dar Charkia, Marrekech
dtb rechtsanwälte, Berlin
Kolonie Wedding e.V
Steve Coe, IndiPop / RealWorld Records

journalism & publishing

Art News
Dwell Magazine
Fashion Wire Daily
New Art Examiner
Surface Magazine / Arts Editor
The Freelance Design Handbook / contributor

client's websites

www.natclaude.com
www.seattlebride.com
www.sarahbraun-performance.com
www.building-green.net
www.katarina-witt.com (2006-2009)
www.dtb-rechtsanwaelte.de (206-2009)
www.morecrayons.com (with Magneato)

awards

Communication Arts Interactive Annual, 2002
in partnership with Kirk Franklin/Magneato
79th Art Directors Club Annual Awards, 2000
LULU Advertising Award, 2000
Print Magazine's Regional Design Annual, 1999

grants

Polaroid Foundation Materials Grant, 1991

collections

Getty Images/Image Bank
Artists Books-The Art Institute of Chicago
Private Collectors

professional affiliation

Vorstand/Board, Lucky Trimmer e.V.

languages

English, German

technology

Mac-pro, PC-proficient
Adobe Creative Suite
Photoshop
Illustrator
InDesign
MS Office
Photography - Analogue & Digital

employment history

6/2003-present

Studio Blix a 6 - Berlin, Germany

role Identity Consultant & Designer

primary responsibilities

Day-to-day business operations
Client acquisition & account management
Brand development & consulting
Graphic design & production
Managing design & production teams
Creativity coaching
Copywriting & journalism
Art, Architecture & Cultural Criticism

6/2000-3/2002

Arthesia GmbH - Berlin, Germany

An applied think tank & communication design agency creating atypical, often location based solutions developed by identifying the brand's emotional drivers and building programs to communicate these essences.

position Creative Director

primary responsibilities

Brand concept development
Creating visual and written materials
Preparing and giving presentations
Managing design and production teams
Client presentations
Graphic design:
 corporate identity
 websites
 mood/concept graphics
 books and briefing tools

clients

Deutsche Bank
VW/Autostadt
Swiss Re
Pricewaterhouse Coopers
Berlinerwasser

8/1998-5/2000

Avolent - San Francisco, CA

A software company producing online bill presentment solutions for large enterprises focused on banking and telecommunications.

position Lead Designer

primary responsibilities

Design and Production:
 packaging
 software manuals
 websites & banners
 print advertising
 client demos

clients

Bank of America
Wells Fargo
AT&T
Visa
In-house company re-naming project (with Fitch)

7/1997-7/2008

NIA Corp. - Oakland, CA

A non-profit small business assistance and training organization with the primary emphasis on assisting in e-commerce solutions.

position Graphic Designer

primary responsibilities

Design and production of:
 websites & banners
 print advertising
 corporate ID
 logos
 newsletters
 brochures

10/1996-7/1997

Freelance Stylist

Window display & photography styling in San Francisco for:

The SF Design Center, windows
Gap Kids International, look-books
Macys West, catalogues
Border's Books, windows
The Grand Café, windows

8/1996-9/1999

Surface Magazine - San Francisco, CA

position Arts Editor

primary responsibilities

Coordinating with journalists & galleries, writing, interviewing and editing the content for Periscope, a section featuring at up-and-coming contemporary artists for the international fashion/lifestyle magazine.

10/1994-9/1996

Emporio Armani - San Francisco, CA

position Visual Merchandising Manager

primary responsibilities

Design, style and install:
 windows, display cases & mannequins
 fashion merchandising
 special event and location displays

1990-1994

Maryland Institute, College of Art, 1992-4

Role: Teacher's Assistant-Photography & Video

The Boys & Girls Club of Chicago, 1991

Role: Cultural Enrichment Director

Janice Tracy Photography, Chicago. 1990

Role: Tabletop Photo Assistant & Stylist