

# Kristine Angell aims to work with interdisciplinary teams doing qualitative research and strategic design planning to provide business strategies for meaningful innovation.

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## Experience

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2009 (MAY - AUG)

### Design Strategist

Indesit Advanced Design Lab  
Design Innovation, Milan, Italy

**Client:** Indesit Company

#### Future forecasting kitchen appliances

- Researched and analyzed materials, trends, technology, culture
- Designed and prototyped conceptual appliances
- Crafted strategy and brand alignment documents

2008 - 09 (OCT - JAN)

### Research Assistant

IIT Institute of Design, IL

**Client:** Toyota Health Care

#### Health technology research

- Conducted secondary industry research (robotics, medical and emerging technology)
- Wrote and tested primary research protocol

2007 (FALL)

### Adjunct Professor

Communication Arts Department  
Fashion Institute of Technology, NY

#### University communication design education

- Taught digital graphic design methods

2003 - 08 (NOV - JULY)

### Art Director

Marketing Department  
daSILVA Architects, NY

**Client** (Internal & External): Jacobi Medical Center; NewYork-Presbyterian Hospital;

#### Health care architecture marketing

- Managed and produced design activities and documentation—firm renaming and brand relaunch; advertising; design of four web sites; proposals and presentations
- Directed photographers, web producers, writers, design interns
- Identified and researched new business opportunities

**Outcomes:** Winning proposals won three new buildings (60,000 - 250,000 SF), multiple projects in four new market segments; and positioned principals as industry experts

2000 - 03 (JUNE - FEB)

### Senior Designer

Communique, NY

**Client:** Council Travel; MCNY; American Cancer Society; Gates Gloves; NYU Hospital for Joint Diseases

#### Advertising and magazine design

- Designed and produced 4 magazines, event materials
- Managed client relationships

#### Additional related experience

2003 - 06 (JULY - JULY)

### Co-Chair (volunteer role)

AIGA/NY Mentoring Program, NY

**Client:** AIGA/NY in conjunction with the NYC Department of Education

#### Organizational Leadership

- Responsible for program promotion, recruitment, outreach; event planning, promotion, and implementation for 120 participants
- Managed budget, directed design teams
- Defined, formed, led team exercises and group educational projects—included multiple workshops, sponsors, and industry speakers
- Identified and formed partnerships with local universities, creative companies; scholarship organizations

**Successes:** Program grew from 45 pairs to 60 annually; increased adult male mentoring and youth college orientation towards interests; revived national organization interest in mentoring

1999 - 2000

### Graphic Designer

Arketype Group, WI

1998

### Design Intern

KNSK, BBDO Advertising, Hamburg, Germany

## Education

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2008 - 2009

### Masters in Design Methods

IIT Institute of Design

**Coursework:** rapid prototyping in service and experience design; information structuring; interactive environments; product architecture and planning

**Major Projects:** New Options Initiative; robotics in health care; CeaseFire Community Campaign for Violence Prevention; emerging markets business protocol research and recommendations

1998

### Bachelor of Fine Arts, Graphic Communications

University of Wisconsin – Oshkosh

**Awards:** AAF National Student Advertising Competition finalist

#### Additional non-degree education

2007

### School of Visual Arts

Design business course work

2006

### NextD Institute

Leadership Workshop

1997

### University of Hamburg & the University for Applied Science in Gestaltung – Germany

Course work included illustration, font and book design

## Skills

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**Professional:** Skilled in platform and scenario planning, strategy, ethnographic research; methods of design analysis; cognitive, physical, social, and cultural human factors; behavioral testing; and workshop, service and experience prototyping among others.

**Software:** Competency in traditional design programs—Adobe Creative Suite, Quark XPress, Microsoft Office—and subsequent print and interactive production methods. PC and Mac operating systems.

**Other interests:** Painting, photography, travel and sailing.

I am conversant in German.