

# CURRICULUM VITAE



## SARA GOTTSCHALK

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## PROFILE

I am an ambitious Service, Experience and Co-designer, who loves to find creative, persuasive and sustainable solutions to stiff and complicated challenges. My biggest passion is to study and understand human nature and behavior, as well as to break down complex systems to find the best touch points for intervention to create long-lasting and equal well-being for people, communities and their environments. My design capabilities include experience and service design, as well as collaborative and human-centred design methodology. I am eager to become more of a strategic designer.

## EDUCATION

**Aalto University, FI**  
8/2016 - today

Pursuing a **Master's Degree in Collaborative & Industrial Design** with minor studies in Creative Sustainability

**Stanford University, USA**  
06/2017-08/2017

**Full scholar** for the **Stanford Summer Session's International Honors Program (IHP)**  
Courses: Introduction to Social Psychology, Thinking Strategically, Leading Trends in Information Technology

**University of Applied Sciences Darmstadt, GER**  
10/2011 - 03/2015

German/Irish **Bachelor degree in Digital Media**  
Focus **Interactive Media Design**, UX and video production  
Thesis/degree: A+

**Technical University Darmstadt, GER**  
10/2010 - 09/2011

2 semester of Bachelor studies in civil engineering

**Killeen High School, USA**  
08/2007 - 07/2008

Exchange student, active member within the tennis und bowling team, attendance of graphic, communications and theater courses

## ACADEMIC EXPERIENCES

**Teaching Assistant**  
Aalto University, FI  
02/2017 - today

Editor of the official Collaborative and Industrial Design Master's program website

**Member and student organizer of the CoID Community**  
Aalto University, FI  
01/2017 - today

The CoID community is driven by and for students of the MA Collaborative and Industrial Design program; organizing events that foster learning and exchange

**International students' tutor**  
University of Applied Sciences Darmstadt, GER  
03/2012 - 09/2013

Mentoring and course guidance for international und ERASMUS students of the Media department and event support

## WORK EXPERIENCES

### Sara Gottschalk Design Consultancy

Nairobi, Kenya  
01/2016 - 08/2016

### Kennect Enterprises

Nairobi, Kenya  
10/2015 - 12/2015

### Neuland + Herzer GMBH

Frankfurt, Germany  
04/2015 - 09/2015

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Frankfurt, Germany  
11/2014 - 03/2015

### Prestigia.com

Casablanca, Morocco  
05/2014 - 09/2014

### Atelier Markgraph

Frankfurt, Germany  
07/2013 - 09/2013

### Styligion.com

Frankfurt, Germany  
06/2012 - 08/2012

**User experience & user-centred design consultancy** for a strategy, research and training firm and a creative & digital agency; work included user research, interviews, user journey mapping, client presentations and preparations

**Operations & project management** for this high-growth export company of gum arabic during their company set-up phase

**Concept design & information architecture** work for the client BASF, as well as **human resources development** for Neuland + Herzer

*Student Trainee:* **Project management** for the client Mercedes-Benz for their Mercedes-Benz meworld online platform launch

*Internship (AIESEC):* 5 months in an international online travel agency as **content manager**; responsible for creating, improving, processing and maintaining content in collaboration with the hotels

*Internship:* **Concept design, graphic design and animations** for interactive exhibits for the Mercedes-Benz show at the International Motor Show 2013 in Frankfurt

*Internship:* **Corporate design, marketing, fashion photography, image video production** for this young online fashion store

## HONOR & AWARDS

Winner Team

**Hellon Service Design Hackathon**  
2017

Honorable Mention

**The Prix de la Photographie Paris: Px3**  
2016

Runner Up

**“Night of the Senses” photography competition**  
2012

## SKILLS IN

Adobe Illustrator, Photoshop, InDesign, Lightroom, Premiere Pro, Onshape, Wordpress, Axure, Scrum, KanBan, Atlassian Software (Jira, Confluence, HipChat), HTML & CSS basics

## LANGUAGES

German - mother tongue  
English - fluent  
French - advanced

## INTERESTS

Psychology | Behavioral Science | NLP  
Sustainable Development | Conservation  
Videography | Photography  
Entrepreneurship | Coaching | Team Dynamics  
Technologies / Sustainable Design  
Tennis, Squash, Outdoor