

CURRICULUM VITAE



SARA GOTTSCHALK

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PROFILE

I am an ambitious Human-Centered 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 and find the best touch points for interventions and solutions to create long-lasting and equal well-being for people, communities and environments. My design capabilities include interaction, experience and service design, as well as collaborative and human-centred design methodology. I am eager to study more on sustainable and strategic design.

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 Aalto 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

First year CoID student tutor
Aalto University, FI
07/2017 - 01/2018

Supporting first year CoID - and especially international - students during their first months in Finland, and at Aalto University, by providing information and guidance

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

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

Neuland + Herzer GMBH
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

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

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, 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