



Born and raised in Germany I have been living in the UK since I started my undergraduate studies at Bournemouth University in 2001. I have a very visual approach to my work, treasure my independence and I have an inquisitive nature. I really do like to know **WHY**... I succeed in what I start and have the will to work hard to achieve my goals. I am flexible.

I have been running my own business since 2005. I like the thought of being my own boss and treasure working with a team of experts. My 10 year plan is to grow my business and create intelligent design with sustainability as the core element.

I have been teaching a comprehensive unit on Competitive Product Development at Masters-level for the last 2 years. As Visiting Teaching Fellow appointed by the Royal Academy of Engineering I have provided mentoring sessions for BA/BSc Product Design students throughout the course of their final year project as well as a series of guest lectures on design and innovation at Bournemouth University.

Education:

July 2008 – June 2009, NCGE Flyingstart Global Entrepreneur and Kauffman Global Scholars Program, Mini MBA

I have completed an intensive government funded fellowship aimed at graduate entrepreneurs from the UK, Ireland and Denmark, supported for 12 months by the NCGE (National Council for Graduate Entrepreneurship) and NESTA (National Endowment for Science, Technology and the Arts). A 6 months stay in Kansas City, Missouri, in the United States was part of the program to ensure extensive immersion of UK graduates in the exceptional entrepreneurial culture of the United States. This part was headed by the Ewing Marion Kauffman Foundation in Kansas City, where I received intensive business training at their foundation. Lectures at Harvard, Stanford and MIT as well as an internship completed the program.

I completed a 3 months internship with Kansas City based branding specialist Willoughby Design Group. I was given extensive insights into the running of a small design business as well as the trusted position as Sustainability and Product Design Consultant.

October 2007- October 2008, Bournemouth University, MSc Sustainable Product Design, Distinction

I have completed an MSc in Sustainable Product Design with Distinction – this has been a life-changing experience. The degree was based on 8 Units and a final research project. The core units provided an entrance to Sustainability in general, Sustainable Design, Environmental Law, Cultural Pressures and Research Methods. My additional elective units combined Ergonomics, Aesthetics and Competitive Product Development.

My thesis supported a HEA (Higher Education Academy) funded project looking into the requirements of a web-based resource which can help engineers and designers integrate all aspects of sustainability, technological as well as economical and social, into the design process. As a result of this research a paper has been presented at the 2009 EDPE Conference in Brighton and a web tool is currently under construction.

October 2001-2004, Bournemouth University, BA (Hons) Product Design, 2.i

This course linked Design and Engineering. I was trained in Maths, Physics and Manufacture as well as Design philosophy and history. The course was a balance of lectures and projects. I learned how to utilise computers in design as well as expressing my ideas in form of freehand drawings and through project prototypes and models. My 3rd year was dominated by a work placement with design consultancy Brodbeck Design in Munich, Germany and year 4 was devoted to the design of my final year project, a self-erecting festival tent.

October 1999 - 2001, KHS – Kunsthochschule Kassel, Germany, Product Design

My Product Design education started off here and was artistic and of a very free nature. After 4 semesters I left the university to continue my studies at Bournemouth University, to gain more fundamental engineering knowledge and to brush up on my English.

Work-experience:

November 2009 ongoing, Lecturer for Competitive Product Development at Bournemouth University, UK

Intensive 36 hour unit on Competitive Product Development as part of Bournemouth University's Design Masters Framework.

July 2004 on-going, Independent Product Designer (Quick Pitch development with the support of BU Innovations and Gelert Ltd),UK

I have been self-employed as Product Designer since 2005 and have started building a consultancy for design, engineering and sustainability called Franziska Conrad Design. The annual turnover is currently based on royalty payments I receive from a license agreement between myself, Bournemouth University and Gelert Ltd. I own a registered design for my final year project, a self-erecting tent structure (**Reg. Design No 3021187**).

With the help of Bournemouth University I managed to license this design to Outdoor Company Gelert Ltd. in January 2006. The **Quick Pitch SS** (<http://www.gelert.com/Products/QuickPitch.aspx>) went into production in Spring 2006 and has been available all over Europe since. Media coverage has been great and the **Quick Pitch** has been voted best festival tent by The Guardian newspaper. Since then we have developed a whole product family and are about to enter the North-American market with similar designs. I am also involved in several projects for the 2012 Season which are currently being prototyped and reviewed.

November 2005 – August 2007, Design and Marketing Executive, Anniversary House Ltd, Bournemouth, UK

As Design and Marketing Executive I was responsible for the development of seasonal products for customers such as the John Lewis Partnership, Clinton Cards and Birthdays as well as in-house designs. These included the design of figurines, games such as Easter egg hunt kits, candles and craft articles often with customer specific bespoke packaging. I developed the products with close customer and marketing department involvement from conception to birth. I learned to work with very tight dead-lines. I was also overseeing the production of samples and the manufacture of bespoke products in-house. Material and supplier sourcing was part of my job which gave me great confidence speaking to suppliers and manufacturers all over the world. I was responsible for quality control of incoming bespoke products. Due to the small size of the company I was closely involved with the Marketing department and therefore had personal contact with our entire customer base. I produced the company brochures and oversaw internal and external photography.

September 2002 - July 2003, Designer [12 months work placement as part of BA(hons) Product Design], Brodbeck Design, Munich, Germany

I was part of a team of designers, model builders and placement students and got to work on design projects from conception to birth. Project areas included office and bathroom furniture and accessories, backpacks and travelling luggage. I worked on the layout of product user guides and was involved in the organisation of presentations and exhibitions.

Awards/Scholarships/Fellowships:

October 2009 – October 2011, Royal Academy of Engineering Visiting Teaching Fellow at Bournemouth University

July 2008 – June 2009, NCGE Flying Start Global Entrepreneurship Scholarship, UK and USA (Please see under Education for more detail.)

November 2009, Best Post-Graduate Student, School of Design, Engineering and Computing, Bournemouth University, UK

December 2009 ongoing , Royal Academy of Engineering Visiting Teaching Fellow at Bournemouth University, School of Design, Engineering and Computing

Pre-University Placements:

August 2000 – October 2000, FFP Media – Set-hand, Art Department, Poole, UK, company based in Germany,

A practical work placement with the art department, as part of a team of set designers and craftsmen, working on location under pressure and with very tight dead-lines, building sets and props.

June 1999 – September 1999, Porzellan Manufaktur Fürstenberg, Germany

Training in mould and model building; creation of own design and utilising own work as introduction to the complete production process from conception to birth.

Skills:

General: **Language:** Fluent in written and spoken English and German. Basic level of spoken and written French.

Tuition/Teaching: Experienced in private tuition in English, French, Mathematics and History to students at Secondary School and English language students.

Experienced lecturing and mentoring at University Bachelors and Masters level.

Digital:

Adobe: Experienced in Photoshop, Illustrator and InDesign, Some Experience using Quark Express

3D-Modelling: Experienced in Rhinoceros 2.4

Drawing: Experience using AutoCAD2001

Microsoft: Experienced in Word, Power Point, Excel

Internet: Experienced in HTML programming, Experience using GoLive

Manual Skills: I can express myself in form of sketches, free-hand drawings and scale models. My prototyping skills include experience in wood and metal work, plastic moulding, ceramics and textiles.

Attended conferences:

I have attended the **Sustainable Innovation** Conferences in Farnham '07 and Malmø '08.

I also presented my Masters-thesis on Sustainable Design education at the Engineering & Product Design Education Conference in Brighton in September '09.

Personal Interests:

I am a fresh air fanatic and convinced that physical and mental fitness go hand in hand. I practice yoga, like to go for walks, cycle rides and runs along the sea front. In the winter snowboarding is another activity I passionately pursue. I read a lot and like to visit exhibitions, museums and the cinema regularly. Travelling and visiting places is something I very much enjoy. I like going off the beaten track and experiencing the country as it really is. I enjoy all kinds of music. Spending time with friends and family is also very important to me.

References:

Ann Willoughby – President & Chief Creative Officer at Willoughby Design Group, Kansas City, Missouri: ann@willoughbydesign.com

Geoff Bell –Business partner & Commercialisation Manager at Bournemouth University: gbell@bournemouth.ac.uk

Dr Tania Humphries-Smith – Associate Dean: Technology and Design at Bournemouth University: thumphri@bournemouth.ac.uk