

## biography

**Amy Stafford** (1970) is an award winning identity designer, artist, educator and writer. Stafford studied fine art, photography and critical theory at The School of the Art Institute of Chicago and received her Master's Degree in Fine Art from Maryland Institute, College of Art Department of Photography. After working in San Francisco in the fields of graphic design and branding for several years, she moved to Berlin, Germany in 2000 to become the creative director for Arthesia, a Swiss/German branding think tank. In 2003 Stafford launched Studio Blix a 6, an independent creative agency focusing on identity development and design for artists, non-profits and cultural game changers.

Her writing on art, architecture, design and contemporary culture appears in books and periodicals worldwide, including *The Freelance Design Handbook* (C. Fishel, Rotovision, 2009), *Dwell*, *The New Art Examiner* and *Surface Magazine* where she was also the arts editor from 1996-2000. Stafford has recently lectured at Kaospilots

(Aarhus, DK), Humboldt University (Berlin), Touro College (Berlin) and taught at both L4 Akademie and the Art Institute's Study Abroad Program in Berlin. Additionally, her fine artwork has been widely exhibited, with solo and group exhibits in cities including Berlin, New York, Chicago, Baltimore, Seattle and around the Bay Area.

Stafford is an active advisor to several cultural institutions including Sugarhigh.de and Lucky Trimmer e.V where she sits on the board of directors, functioning in the roles of designer, strategist and curator of the internationally acclaimed dance performance festival. In 2009 she organized an evening symposium called *Lucky Thinking* with leading performers, thinkers and dance curators to commemorate the 5th anniversary of the Lucky Trimmer series. She is currently working on a web-based research tool bringing together site specific graffiti arts and archaeology with the Max Planck Institute for Scientific History in Berlin.



## professional experience

### 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 broad 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

### teaching positions

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

### selected guest lectures

The Art Institutes' Study Abroad Group, 2010  
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

The Max Planck Institute  
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  
The PARA Foundation

### journalism & publishing

Freelance Design Handbook /RotoVision '09  
Art News  
Dwell Magazine  
Fashion Wire Daily  
New Art Examiner  
Surface Magazine / Arts Editor

### client's websites

ww.luckytrimmer.com  
www.natclauder.com  
www.seattlebride.com  
www.building-green.net  
www.katarina-witt.com (2006-2009)  
www.dtb-rechtsanwaelte.de (2006-2009)  
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

MICA Materials Grant, 1993  
Polaroid Foundation Materials Grant, 1991

### collections

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

### professional affiliation

**Board of Directors**, 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

**Studio Blix6** - Berlin, Germany  
Identity development and design

**6/2003-present**

**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

**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

**6/2000-3/2002.**

**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

**Avolent** - San Francisco, CA  
A software company producing online bill presentment solutions for large enterprises focused on banking and telecommunications.

**8/1998-5/2000**

**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)

**NIA Corp.** - Oakland, CA

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

**7/1997-7/2008**

**position** Graphic Designer

**primary responsibilities**

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

**Freelance Stylist**

**10/1996-7/1997**

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

**Surface Magazine** - San Francisco, CA

Fashion, lifestyle, culture publication

**8/1996-9/1999**

**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.

**Emporio Armani** - San Francisco, CA

A division of Giorgio Armani Corporation

**10/1994-9/1996**

**position** Visual Merchandising Manager

**primary responsibilities**

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

**Student Teaching and Internships**

**1990-1994**

**Maryland Institute, College of Art**, 1992-94

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