

biography

amy stafford | studio blix a 6

Amy Stafford is a multidisciplinary identity development consultant based in Berlin Germany. In 2002 she started her own practice, Studio Blixa 6, providing branding, graphic design and conceptual development consulting to a growing list of international clients. For the last 10 years she has worked in the fields of Branding, Graphic Design and Web Development providing solutions for a broad range of industries – from high fashion to fortune 500 finance, education to software.

Applying broad ranged view, Amy address the client's creative challenges and provides innovative, lateral thought based solutions. With a diverse background that crosses the borders between commercial and fine art she weaves an integrated vision incorporating holistic creativity with market savvy. By taking the big picture perspective while honoring the details she can assist in:

- Creating an Identity "DNA" structure that informs the behavior of the organization / client – whether internally or through the external representation of the brand or personal identity

- Developing conceptual and visual toolkits for new business, products, services, proposals or brand enhancement solutions

- Directing the conceptualization and design of your visual identity:

- Logo
- Website
- Marketing collateral
- Larger communication projects

- Identifying and developing new products or services in line with a business, brand or vision

- Preparing written, visual and digital presentations including:

- Layouts
- Graphics
- Text writing and editing (English)
- Client Presentations

A conceptual visionary and thought leader, Amy Stafford has worked internationally with clients including Swiss Re, Deutsche Bank, Volkswagen, Giorgio Armani and The Gap as well as with start up and emerging growth software and education companies, independent artists and musicians. In addition to her design and consulting work she is an active multidisciplinary artist – merging media and messages in solo and collaborative projects. She also writes a weekly column for fashionwiredaily.com covering the unique qualities of life in Berlin that hi-light interrelated cultural, social and economic factors.

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