

## Kai Giuseppin

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## Sky . Design

www.sky-design.nl  
info@sky-design.nl

Ambitious industrial designer with affection for consultancy, team management and education. Creative, enthusiastic and hardworking, big picture oriented.

### Employment History

#### Course Coördinator & Teacher (Freelance)

Hogeschool van Amsterdam – Communication and Multimedia Design

2013 – Current

*As freelance course Coördinator and Coach / Teacher for the HvA I have developed and taught in over 10 different CMD courses, ranging from 1<sup>st</sup> year courses to coaching graduating students. I was responsible for various teams of up to 8 teaching staff.*

#### Key Achievements:

- Developing, coaching and managing 1<sup>st</sup> year projects “Second Screen”, “Passion Project”, “P2-Individual”, “P1-individual”, “P4” and “P5”.
- Managing teams of up to 8 teaching staff.
- Coaching students in their long internship.
- Coaching graduating students in their graduation projects.
- Educating one new Projectcoördinator.

#### Owner / Lead Designer

Sky . Design, Utrecht

2008 - Current

*Sky . Design is a one-man organization, active in design consultancy, graphic design, industrial product design, prototyping, marketing, design education and training.*

#### Key Achievements:

- Designing the company fair booth, designing and maintaining the website (www.avmtraining.nl) and social media, designing a new company identity and developing and executing “training for modern presentation techniques” and “social media training” for *academie voor Medezeggenschap B.V.*
- Developing study modules “Industrial Product Design”, “Creativity in Industrial Design” and the final exam for the module “Ergonomics”, vocalising expert views as part of the work field commission for the development of a new “Integrated Product Design” 4-year study for the *NCOI education group.*
- Coordinating and developing “Project: Retail Reinvented” and “Project: Second Screen”, coaching student groups in various projects for *Hogeschool van Amsterdam.*
- Concept design (kitchen products) for WENKO GmbH.
- Expert review on the module “Prototyping for Interaction” for the *LOI education group.*

#### Graphic & Product Designer

Lifhammer products / Life Safety Products B.V, Zoetermeer

2010 - 2012

*Lifhammer develops, produces and distributes products in the field of automotive safety. Responsibilities: Planning and execution of all graphic and product design activities in relation to the development and introduction of the new product line and corporate identity. Supporting and coaching one Junior Designer and one Trainee in all their activities.*

## Key Achievements:

- Cooperating and advising in the conceptual and technical development of the LIFEHAMMER® PLUS, LIFEHAMMER® EVOLUTION and the QUICK CLICK SYSTEM, all available in stores worldwide since September 2012. This product line has won the Red Dot Design Award 2012. The LIFEHAMMER® EVOLUTION has won the Good Design Award 2013 with a special note of excellence, and the iF Product Design Award 2014.

## Education

### Master's Degree Integrated Product Design

Faculty of Industrial Design Engineering, Technical University Delft, 2011

*During this time, my main electives were graphic design and design didactics related. I spent one semester functioning as student coach for first year students, combined with didactics training as part of the course Design Didactics. After this, I spent a consecutive semester as student coach for third year students, combined with didactics training as part of the course Advanced Design Didactics.*

### Bachelor's Degree Industrial Design Engineering

Faculty of Industrial Design Engineering, Technical University Delft, 2008

## Skills

### Adobe

- Photoshop
- Illustrator
- InDesign
- Premiere
- After Effects

### 3D / CAD

- SolidWorks
- Photoview 360
- Solidworks Visualize
- AutoCAD

### Languages

- Excellent Dutch
- Excellent English
- Some German
- Some French

## Interests and Hobbies

- Music lover
  - Plays drums
  - Plays guitar
  - Is a hobby DJ/Producer
- Sports
  - Snowboarding
  - Mountain hiking
- Half-Italian – loves to cook

### Other skills

- Consultancy (R&D, Production, Creative)
- Computer sketching
- Presentation drawing
- Prototyping (for interaction)
- Presentation Techniques
- Design Didactics
- Study module development / assessment
- Course Coördination
- Teaching staff management