

ABOUT ME - Summary

Claudia Alexandra Zähle

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With over 18 years experience in creative roles my Passion is drawing, illustrating and designing - bringing ideas & concepts to life with sketches, illustrations, 2D and 3D graphics . I am a self-starter with a passion for learning new skills and software. I like to make things happen und after years freelancing in Jewerly Design, Illustration and 3D modelling I started my own Fairfashion label „KIKOONI“ in 2016 which taught me lots about running a business. I am now ready for a new challenge.

SKILLS

Illustration & drawing
2D and 3D design
3D Modelling
Graphic design
Jewellery / Product design
Trend Research, Moodboards
Product management
Game level background design
Conceptualisation

SOFTWARE

Autodesk Maya
Adobe Suite - Photoshop, Illustrator, InDesign
Microsoft Office
Cinema 4D
Python
ImageJ
Java/Eclipse

EDUCATION

- Cologne University: Bachelor Degree (BSc) in Media Technology • Bachelor Thesis in 3D Modelling with Autodesk Maya and Python Programming
- Freie Kuntwerkstatt Muenchen: Diploma in Graphics and Illustration
- Luisengymnasium München.Higher School Certificate (grade : 2,5)
Advanced course: Arts , mathematics

Freelance PROJECTS

Fashion & Accessoires Design & Productmanagement

ZALON
BY ZALANDO

March 2018 - August 2022

client : Zalon by Zalando.

Role / Position: Freelance Style consultant at zalon by zalando.

Advising consumers in the field of fashion and styling and putting together outfit compositions based on the customer requests.



Jan 2016 - July 2017

client : ACP GmbH.

Role/Position: Art Director | Design Director

Trendresearch, development and designs : jewelry collection TAMARIS JEWELRY S/S + A/W 2017.

Trendresearch, development and designs : jewelry collection TONI GARD F/S + H/W 2017



February 2016 - November 2016

client : ATLANTIC MEGABRANDS GMBH | URBAN LEAVES |

Role/Position: Artdirection and productmanagement

Developing the jewelry brand URBAN LEAVES • Trend analysis & moodboards • line extensions • developing, design, sizing | productmanagement • correspondence and visiting the productions and suppliers in China and Hong Kong.



March 2016 - November 2016 :

client: Altantic Megabrands GmbH

Role/Position: Productmanagement : sportswear brand IONFIT

Sampling, correction and acceptance of products. Correspondence & visiting of supplier in Shanghai. Packaging Design •

Software: Adobe Illustrator CS6 | Organisation and coordination of product shooting in berlin, selection and processing of product pictures.



july 2013 - 2015

client: TAMARIS JEWELRY

Role/Position: Art Director

trend analysis, creation of presentations and moodboards, developing and design: jewelry collections TAMARIS JEWELRY 2013 - 2015



october 2015

client : ACP GmbH

Role/Position: Designer

Part of Brand staging - Brand for men watches : BENNY KAY | Design and 3D visualisations (Autodesk Maya)



2014

client: Magnetix Wellness

Role/Position: Trendresearch, development of new jewelry designs and line extensions - Jewelry and Accessoires

2013 | 2014

client: Pavo Real | star culture Trendresearch, development of new jewelry designs and line extensions - Jewelry

Freelance PROJECTS

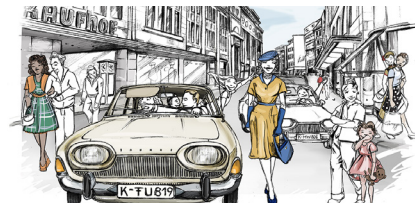
Illustration & 2d Graphics



2020-2022
client : DIFFERENT
Role/Position: graphics
f.e. fitness and personal training logo design



2016
client: Neue Heimat (event promoter in berlin)
Role / Position : Illustration and graphic design
Creation of Pitch Presentation for the city of berlin • “Neue Heimat“ Streetfood court • anniversary celebration “10 years berlin central station“ • Creation of Illustration / visualisation of streetfood court for flyers, poster & banner.
client : Haubentaucher Berlin - diverse visualisations for the use of an area in Berlin Friedrichshain - RAW Area.



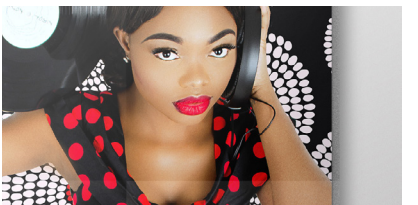
2014 / 2015
client : J.P.Bachem Verlag
Role / Position: Illustrator
Illustrator for the nonfiction child book “City´s history of Cologne for kids“ Creation of 20 A3-sized images of 7 periods of Cologne´s City History - research and developing of 7 panorama views and epochal characteristic images (pencil drawing , Illustrator and Photoshop) - published : Spring 2015



july 2015 - december 2015 (due to relocation of the company)
client : funk-e animations GmbH
Role / Position : Illustrator & Storyboarder for 2D-animated explanation / commercial videos. The storyboards needed to be done within 1,5 hours to show the client the idea during the first meeting.



2015
client: J.P.Bachem Verlag
Role / Position: Illustrator
Illustrations for the book : *aber.glaube* (“superstition“) from Manfred Becker-Huberti



2013 - 2016
client: BOLINGO
Role / Position: Graphic Designer
Creation of Flyer, poster and banner for the party series BOLINGO (Afrobeats and Kizomba Party) • venues : Cologne and Berlin.
(Software Adobe Photoshop CS6 , Adobe InDesign CS6)

Freelance PROJECTS

3D Modeling & Programming



February 2018 - March 2018

customer : vilusio GmbH

Role / Position: 3D Artist

3D Modeling of AR Houses. Based on floor, construction and high poly plans.

(genre: Augmented Reality Visualisation of Town & Country Houses. Augmented Reality Experiences for the customers)



Juli 2015 -Februar 2016 :

customer : sunlight Games | Subject : computergame "Game Tycoon 2"

Role/Position of Artdirector.

Developing of a new, modern, comic-style look of the old existing graphics of Game Tycoon 1

(genre: economic -strategic - funny game about game developing and publishing) , 3D background modeling, texturing , lightning and rendering of all backgrounds with small animations.

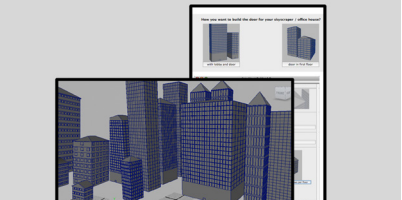


2014

client : sunlight Games GmbH

Role / Position: background modeler

Modeling, uv-mapping and texturizing . High Poly to low-poly models | Remake of the 1980 Version of the adventurous Game "Goldrush". Creation of 3D backgrounds and textures with a detailed and modern look (Software: Autodesk Maya V.12) | Creation of 2D graphic used within the Game. (Adobe Illustrator)



2011

Bachelor Thesis in Media and Photothechnology

University of Applied Science Cologne

Development of a Tool and userinterface for automatic creation of buildings with Autodesk Maya

Programming Language : Python

WORKING EXPERIENCE

Fashion & Accessoires Design & Productmanagement | graphics

since March
2016

„KIKOONI - BECAUSE IT MATTER“

2016 Founding of coco colectivo / rebranded in 2018 to KIKOONI - because it matters.

Fair Fashion Label for Fashion and Home Accessoires. Specialized in handcrafted and fair produced Accessoires - made by women-collectives and small productions around the world. working fields: everything from idea, all graphics, developing and building the webshop, trend analysis, productdesign & management, buying, productpictures -editing and shipping (b2b and b2c)

www.kikooni.com

january 2008 -
july 2013 +
Oktober 2017
January 2018

JEWELRY AND WATCHDESIGN at the company art concept GmbH in Cologne, a jewelry supplier/producer and agency working with big fashion & lifestyle brands like Tamaris, s.Oliver, esprit, Strellson, Christ, QVC and more.

working status : studentjob, freelance and employed on a regular basis. From february 2011 on in the position of the art director in the field of DESIGN, GRAPHIC DESIGN and PRODUCT MANAGER.

working fields: jewelry and watchdesign, graphic design - advertising material, packaging- and POS - design.
Developing the brand tamaris jewelry.

Design: Receipt of client requests, developing of new designs and collections or expansion of collections. Realizations through drawing, editing with Adobe Illustrator and Photoshop, technical drawings and optional 3D visualisations.

Graphics: preparation of print data like catalogues, flyers, brochures and different types of documents.

Development of web-presence, advertisements , image selection and editing, developing presentations (PowerPoint)

Product management: Purchasing of samples in germany and abroad, product development, -sizing , selection and order of materials in germany and abroad (China and Hong Kong).

Correspondence with customers and production facilities till acceptability of the product.

WORKING EXPERIENCE

graphic design and 3D

march 2010 -
march 2012

3D MODELER & TEXTURER at “nuromedia GmbH“ in Cologne in the division „nurogames“.

working status : permanent and freelance

working fields: Conception and Creation of design templates and sketches of backgrounds or figures used within the games.

Developing of automatization script with programming language python.

Creation of 3D models and backgrounds with software **Autodesk maya** for different computer games. (online & mobile games)

Creation of bachelor thesis within the company: Developing of a tool and user interface for automatic creation of buildings with Autodesk Maya. (programming language python)

march 2012 -
July 2010

Industrial training at “nuromedia GmbH“ in Cologne in the section “nurogames“.

working fields : 3D background modeling and texturing & Games Testing . 3D Graphics used for the game / online game

“the Expandables“

august 2006 -
oktober 2006

Layouter at communications agency “medienmenschen GmbH “ in munich.

Layout of the travel-magazine ‘Tours’, conception and development of web-presence (InDesign)

- quit because of second study in cologne

juni 2005 -
mai 2006

Trainee and art direction assistance at “fruehling Advertising“ in munich.

working fields: Visualization, layout und illustrations for print campaigns, advertising movies, guerilla-actions, promotions as well as developement of logos und cooperate identities for several customers also for new business.(Photoshop, QuarkXpress, InDesign, Illustrator, Flash)