

Resumé / CV

Katrin Kalden

**Webseite:** <http://www.katrinkalden.com>  
**Email:** [info@katrinkalden.com](mailto:info@katrinkalden.com)  
**Telefon:** 0160-944-31805

Schule und Ausbildung:

**Kindergarten:** **Rosebank Kindergarten**, Edinburgh, Scotland, 1968-1970

**Grundschule:** **Friesenschule**, Hannover, 1971-1975

**Gymnasium:** **Sophien Gymnasium**, Hannover, 1975-1978

**Ohm Gymnasium**, Erlangen, 1978-1985

**Abitur** **Ohm Gymnasium**, Erlangen, Germany, 28.6.1985

**Studium:** **Fotografin**, Gesellenprüfung an der Bayerische Staatslehranstalt für Fotografie, München, Sept. 86 - Mai 88

**BFA summa cum laude with distinction in Art Studio, Bachelor of Fine Arts**, ,

Kunststudium mit Schwerpunkt Fotografie an der University of New Mexico, Albuquerque, NM: Sept. 89 - Mai 91

**MFA, Master of Fine Arts**, Kunststudium mit Schwerpunkt Interaktive Installation, Video, und Animation, California Institute of the Arts, Valencia, CA: Sept. 91 - Dez. 93

**MARCH, Master of Architecture**, Architektur Studium an der Graduate School of Architecture, Planning, and Preservation, Columbia University, New York, NY: Sept. 95 - Mai 98

**Honors:** **Kinne Travel Fellowship, GSAP**, Columbia University, Spring/Summer 1997

**Cal Arts Inter-School-Project Scholarship**, California Institute of the Arts, 1993

**Cal Arts Scholarship**, California Institute of the Arts, 1993

**Pacific Enterprise Scholarship**, California Institute of the Arts, 1992

**Golden Key National Honor Society**, University of New Mexico, Albuquerque, 1991

**Art Department Fellowship**, University of New Mexico, 1990-1991

**Dean's Award for Academic Excellence**, University of New Mexico, 1990/1991

**University of New Mexico Distinguished Undergraduate Scholarship**, UNM 1990

## Weiterbildung

- **SCI ARCH**, Seminare an dem Southern California Institute of Architecture, Los Angeles, CA, Januar - Mai 1993
- **IICS: International Interactive Communications Society**, Los Angeles, US, monatliche Meetings, Januar 1992- Mai 1993
- **VRASP; Virtual Reality Special Interest Group**, Los Angeles, US, monatliche Meetings, Januar 1992- Mai 1993
- **Los Angeles VRML User Group**, US: monatliche Meetings über Virtual Reality Modeling Language, September 1992-Mai 1993
- **NY Digital Arts Salon**, New York, US, verschiedenen Veranstaltungen 1998-2003
- **New York New Media Association NYNMA**, New York, US, verschiedene Veranstaltungen, 1999-2003
- **AIGA Experience Design Group**, (American Institute of Graphic Arts) Nationwide US, verschiedene Seminare, 2001-2003
- **SIGGRAPH Veranstaltungen**, Verschiedene Seminare bei , US, 1991-1997
- **Interactive Arts Department, Banff Institute of the Art**, Living Architecture Seminar, Banff, Canada, September 2001
  
- **Project Management Skills**: Ausbildungs Seminar at Razorfish NY, Juni 2000
- **Leadership Abilities**, Prof. Seminar at Razorfish NY, September 2000
- **NYNMA, (New York New Media Association)** Seminar on Angel Investor and Venture Capitalists for Start-ups, 2001
- **SBA Small Business Association Seminar on Start-ups**, New York, NY mit Einzelbesprechungen, 2001-2002
- **New York Pace University Business Center**: How to write a Business Plan, August 2001
- **IHK Düsseldorf**, Existenzgründungsseminar, April 2003
- **Wirtschaftsförderung**: Selbständig als Freiberufler, Mai 2003

## Lehrtätigkeit

**Visual Semiotics**, Teaching Assistant an dem California Institute of the Arts, Valencia, CA: September - Dezember 1993

**Architecture of Information**, Teaching Assistant an dem Digital Design Lab, Graduate School of Architecture, Planning and Preservation, Columbia Univ., Januar - Mai 1998

**Internet Protocols**, Professorin an dem Digital Design Lab, GSAP, Columbia University, Januar - Mai 1999

**Visual Representation and Architecture**, School of Architecture, Princeton University, Teaching Assistenz mit J. Barry September - Dezember 1999/ 2000 / 2001

**Designing the Digital Space**, Pasadena Art Center Seminar in NY. Professoring zusammen mit 5 anderen Razorfish Angestellten, Januar - Mai 2001

**Digital Skill Seminar**, Professorin an dem Digital Design Lab, GSAP, Columbia University, September - Dezember 2001/ 2002

**Physical Computing/Living Architectures: The Digital Habitat**, Professorin an dem Digital Design Lab, der Graduate School of Architecture, Planning, and Preservation, Columbia University, Januar - Mai 2002 / September - Dezember 2002

## Design Juries

**Architecture of Information**, Midterm Review/Final Design Jury, Columbia University, NY, Spring 1998/1999

**Architecture of Blur**, Hani Rashid Studio, Final Design Jury, Columbia University, NY, Summer 1998

**The Virtual Museum**, Hani Rashid Studio, Midterm Review/Final Design Jury, Columbia University, NY, Fall 1998

**Architecture Studio**, Ayreene Anastas, Final Design Jury, Architecture School, Pratt Institute, NY, Spring 1999

**Electronic Media II**, Midterm Review, Rensselaer Polytechnic Institute, NY, Spring 1999

**Thesis Review**, Rensselaer Polytechnic Institute, School of Architecture, NY, Spring 1999

**Interface Design**, Midterm/Final Review, MFA in Design and Technology, Parsons School of Design, NY, Fall 2001

**Internet Protocols**, Final Review, Digital Design Lab, GSAP, Columbia University, Fall 2001/Spring 2002

**Home Entertainment - Home Broadcast**. Midterm Review, Adv. Studio, G.Kipping, GSAP, Columbia University, Fall 2002

## Berufserfahrung

**Ifluent Inc**, Frühjahr 2008 - Jetzt

**Chief Xperience Officer** and start-up partner of Ifluent Inc, a micro-targeting company and owner of the Myvatar eXperience Network whose mission is to become the worlds leading network for interactive, anatomical information.

**Publicis GmbH**, Sommer 2008, Entwicklung interaktiver Konzepte für den DATEV Kongreß in Nürnberg

**Ambiant Inc**, August 2001 - Mai 2008

**Geschäftsführer, Chief Experience Strategists und Executive Creative Director** von Ambient Inc., eine Firma die sich auf die Enticklung von maßgeschneiderten Markenstrategiesn und der besonderen Inszenierung von Markenerlebnissen spezialisiert. Als eine der ersten Brand Experience Design Firmen entwickelt Ambient erlebnisräume die komplexe Themen sowie Marken emotional erfahrbar und unmittelbar verständlich inszenieren für Kunden aus den Retail, Lifestyle and City Segmenten wie ADIDAS, AUDI, ABSOLUT VODKA, COCA COLA GMBH, MOMA New York, PEEK UND CLOPPENBURG GMBH, PHILLIPS RESEARCH, etc.

**Razorfish Inc**, Februar 2000 - Juli 2001

**Experience Lead** (verantwortlich für die Creative Vision und das Experience Design Team: die Brand Experience translation; Brand Strategie Kreation und Interpretation, Produkt Design Strategie; Scenarios of Use; User Research, Informations Architektur, Interaktions Design, Interface Design; Visual System Design; Audio; und Text) bei dem NIKE Projekt (software conceptualization of a digital trainer for [techlab's Heart Rate and Speed distance monitors), ZDF (Brand Identity and cross-platform branding), BUILDING\_X (research and ideation of three wireless devices for the Architecture, Engineering and Construction Industry), SOM project (workshop "Workplaces of the Future: a critical look at the impacce of information technologies on workplace i nfrastructures and designs),

**Informations Architekt** für die 3COM Internet Appliance Devision: Design in Kollaboration mit der Industriedesignfirma IDEO; verantwortlich für die Software Architektur sowie das Software Interface Design welches in Kollaboration mit IDEO entwickelt wurde; ( employment of user-centered design process; navigation models and design architecture development; site-level architecture; content mapping; screen level architecture,schematics; page and module inventories; categorization and hierarchy; features and functions specifications; user analysis; usefulness and usability;prototyping strategies)

**Freelance**, Website Design, Informations Architektur, Interface Design für MEDIAARTS, NY und NET TECHNOLOGIES, NY (Internet/Intranet, Branding, User Interface und Konzept Designs für Technology, Education and Insurance companies);

**Cybersites Inc, NY**, Informations Architektin und Interface Designerin für Online Communities, Januar 1999-Februar 2000

**DegreZero**, Architektin, Kollaboration mit international digital architecture group, 1998-2000

**Asymptote Architecture**, Architekt für das Virtuelle Guggenheim Museum, NY, 1998-1999

involved in inital design concepts, identification of Project Objectives, and User Interface considerations, for the Virtual Guggenheim; Concept, design and animation of "Consumable Architectures : installation at the TZ' Art Gallery, NY, Jan.99;

**GSAP Online Editor**, Chefredakteurin und Website Designerin der Graduate School of Architecture Planning, and Preservation Webseiten, Columbia University Mai 1998 - Mai 1999

**Abstract: Assistant Editor**, Stellvertretende Chefredakteurin des Magazins Abstrakt der Graduate School of Architecture, Planning, and Preservation, der Columbia University, New York, Januar 1996 - Mai 1998

**MultiMedia Research Assistant**, The Media Center, Art History, Columbia University,

Programmierung der CD-ROM "Amiens Cathedral", QTVR, Macromind Director, September 1997- Mai 1998

**Zaha Hadid Architects**, Architektin für den "The Bridge Competition" Wettbewerb, London, Juni - September 1996

**Electronic Cafe International: International Center for Creative Research in Multi-Interactive**

**Telecommunications**, Santa Monica, CA : involved in multiple interactive Tele-Events utilizing video-phone technology, ISDN, and Satellite technology such as Tele-poetry, and The Musical Conversation between geographically separated performers; Virtual Reality SIG meetings; IICS (International Interactice Communication Society) meetings; KID-COM -interactive Telecommunications Lab for Children; Mobile ECI at Venice Biennale; Composite Image Space Midi Performance; also involved in publication design; Februar 1993 - Mai 1995;

**Fotografarin**, Architektur Fotografie, Studio, und Kunst Fotografie, Mai 1986 - September 1989

**Fotodesigner Lajos Kerestez**, Ausbildung als Fotografarin in der Kommerziellen, Produkt und Mode Fotografie, Nürnberg, 1985-1986

**Fotolabor Wolf**, Professionelles Foto Lab, involved in print production/image processing, 1985

## Publikationen [CD-Rom/Druck]

- "Hani Rashid Paperless Studios at The GSAP"**, Konzept und Design des Buches für Hani Rashid, Oktober 1998-Mai 1999
- "Points and Lines"**, Initial Konzept und Design des Buches mit M. Desmaras über den Architekten Stan Allen, Mai - September 1997
- "Colossal Urbanism, The Tokyo Studio Experiment"**, Design des Buches bei Stan Allen, Columbia Books on Architecture, 1997
- Precis/Precis Online**, Konzept und Design des GSAP Studenten Magazins (Druck und Online) der Architekturschule der Columbia Universität, in Kollaboration mit M. Desmaras, Januar - Oktober 1997
- 'mute' Magazine**: Consultant und Contributor für das interaktive Magazin für Scyscraper Digital Publishing in London, GB, September 1994
- Informing Interiorities, CD-ROM+Website, VRML works @ Columbia University**, Konzept und Design in Kollaboration mit David Serrero and Esther Sperber, August - Dezember 1998
- CD-ROM : Intro to Cad, Student Work at the GSAP**, Konzept, Design, und Programmierung der interaktiven Promotions CD ROM, Januar - Mai 1997

## Ausstellungen

- "SYNCHRONISMS"**, Deutsches Rheumaforschungszentrum, Campus Charite, Berlin, April-September 2006
- "ESEX - Estructuras Expansible"** - MACG: Museo del Arte carrilio gil; Gruppenausstellung, Sao Paulo, Mai - September 2000
- "SITE-SCAPES"**, Interaktive Installation (Einzelausstellung) in dem Angel's Gate Cultural Arts Center, San Pedro, CA in Kollaboration mit Gregior Babior, Juni 1994; [cordless headphones were worn by the user to experience the "movement of grammar", "rhythms of color" and "sound of bytes" rooms that were electornically linked with each other playing off "interferences" between visual and aural perception]
- "SOUNDSCAPES L.A."**, Interaktive Installation (Einzelausstellung) an dem California Institute of the Arts, Valencia, CA: mit Gregior Babior, August - Dezember 1993; [use of Virtual Reality software VREAM to create dynamic link environment. Experiential cartography of the greater Los Angeles area where spaces and places were solely represented by sound turning the urban field into a psycho-acoustic landscape which was open to new assemblages through the user's activities (patterns of movement)]
- "IN-SITE-OUT"**, Interaktive Installation (Einzelausstellung) an dem California Institute of the Arts, Valencia, CA: in Kollaboration mit Gregior Babior, Spring/Fall 1993; [ through a "breath belt" input device the user "animates" the surrounding environment ]
- "DIA LOG"**, Einzelausstellung, Honors Thesis, Teaching Gallery, UNM, Albuquerque, NM, Mai 1991
- Gurppenausstellungen** Teaching Gallery: : "Conversation", Juni 1991; "Site 486", Oktober 1991; "After-Forever", Februar 1990; "E-Motion", Mai 1990; "In-Vitro", Dezember 1989; "Flow-Chart", Dezember 1989;
- "Crit in Print"**, Gruppenausstellung, University of Pennsylvania, Philadelphia, PA, November 1989
- "Spuren"**, Gruppenausstellung, Bayerische Staatslehranstalt für Fotografie, München, Mai 1988
- "Fotografie und Kunst"**, Gruppenausstellung, Kunstquartier, Nürnberg, August 1988

## Lectures

- "Interface Design: Information Architectures, Navigation Structures and Interaction Paradigms"**  
Columbia University, Graduate School of Architecture, Planning, and Preservation, NY; guest lecture for the "Architecture of Information" class in the Digital Design Lab, Spring 1998
- "Integrating Computer Technology in the Design Studio"** Florida International University, Miami, FL; Consulting Services/Lecture for Workshop at the FIU's School of Architecture, Spring 1999
- "2D & 3D Interface Designs: Interfacings between real objects and virtual information scapes"**  
Columbia University, Graduate School of Architecture, Planning, and Preservation, NY; guest lecture for the "CAD Sequence-MSSAD" class in the Digital Design Lab, Summer 1999
- "Building X: Digital Tools for the Architecture, Engineering and Construction Industry"**  
The Architecture League, for AIA members, November 2000/ February-March 2001 continuous presentations in AEC Industry
- "Embedded Technologies in Urban Spaces"**, guest lecture for the "Culture Browser S02: Contemporary Architecture Theory Seminar" ; Columbia Undergraduate Architecture; Columbia University, NY; S 2002