

Wibke Kreft
Designer

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Personal Details

Sex Female

Nationality German

I studied five years at one of the foremost schools of design in the world: the Bauhaus University in Germany.

I work professionally since 2000 with six months experience working in New Zealand design studio. I am highly proficient in all key graphic design programmes, with excellent abilities to handle all stages of a design project, from inception to print.

I am knowledgeable about contemporary ideas as well as the classic design canon.

Moreover I am not afraid to pull ideas from the leftfield to generate exciting solutions.

Employment

2009 PropHouse Cafe / Panther decor, Vancouver BC, Canada
barista | helped to start the business, service (August-present)

2008-2009 **Creative Edge, Bay of Islands, New Zealand**
graphic design | logos, designing brochures, business papers
www.creative-edge.co.nz

- six month design experience working hand in hand with marketing
- design process from the first customer meeting to the final artwork
- draw up concepts and strategies
- capability to handle multiple design projects at a time
- set up print files and in-house digital printing

Salt Restaurant, Bay of Islands, New Zealand
waitress | www.saltpaihia.co.nz

2008 **Signworx, Bay of Islands, New Zealand**
signage design | large format plotting | www.signworx.net.nz

- one month work experience with local small businesses
- quick designs for tight budget
- operate with large format printer and prepare artwork to be cut plotted

2006-2008 **publishing company Lensing-Wolff, Dortmund, Germany**
graphic design | designing and implementing advertising
www.medienhaus-lensing.de

- two years full-time for a large publishing company in a creative team of six designers
- produce direct mail advertising and newspaper adverts for various services and products
- image research, use and choose stock photos, take photos
- high degree of professionalism and strong interpersonal skills
- designs for offset printing and digital printing
- critical thinking
- training of temporary designers and interns

2002-present **several projects and contract work**

- technical drawings and illustrations
- manage customers and budget
- apply my attention to detail in a different medium
- strengthened my independent and determined way of thinking
- ability to work closely with different kinds of occupational groups
- succeed to complete clients projects on timely manner
- high technical understanding and craftsmanship



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*I am good
in creating
concepts*

*... and putting them
into practise, too.*

Me in headwords

creative • productive • determined
polite • refined • skilled • curious
organized • realistic • cute • smart
humorous • stunning • cultured
communicative • critical • precise
sporty • active • artistic • diligent
efficiently • responsible • inspiring

- 2006 **TAS Neuss »Kick & Rush«**
scenography | director: Bianca Künzel | www.tas-neuss.de
- 2005 **AllMedia pictures, Berlin**
costumes | TV movie/set »Polizeiruf 110 - Matrosenbraut«
www.allmedia-pictures.de
- 2002-2005 **Plan Bar, Weimar**
waitstaff | www.planbar-we.de
- 2004 **Ostlicht movie production, Weimar**
art direction | image clip »Thüringen. Ein Raum für Ideen«
www.ostlicht.de
- 2003 **Youth-Theatre Weimar, »Die Katze«**
scenography | director: Anna Fülle | www.das-jugendtheater.de
- »backup«, film festival Weimar**
exhibition design | www.backup-festival.de
- Youth-Theatre Weimar, »crash kids«**
scenography | director: Bianca Künzel | www.das-jugendtheater.de
- holocaust memorial Buchenwald, Weimar**
construction of exhibition design | »optimistic/desease/facility
boris lurie, new york - buchenwald« by Naomi T. Salomon
- 2002 **Theaterhaus Jena, »Legoland«**
scenography | director: S. Jasinszczak | www.theaterhaus-jena.de
- short film »perpendicular/vector«**
art direction | director: Markus Wambsganss | www.kaliber16.de
- 1996-1998 **Schlosshotel Rauschholzhausen**
waitress

Practical training

- 2006 **Cologne Film, Cologne**
costumes | TV movie/Set »Wilsberg - Callgirls« | www.colognefilm.de
- 2000 **Art Forum Liedtke, Spain**
layout for creative seminars and information charts | www.art-open.de
- 1998 | 1999 **Städtischen Bühnen, theater Münster**
crafting and painting | scenery and costumes |
plastic, wood and metal workshop



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Awards

- 2007** **Oral-B Prophylaxis Award**
»Understanding oral hygiene – play materials for children«

Exhibitions

- 2000-2006** »Rundgang«, **Bauhaus-Universität Weimar**
participation in annual exhibition with a variety of design projects
- 2006** »vorschau - young design from Middle Germany«
trade fair CADEAUX Leipzig
promotion stall with www.lieschenmueller.com
- 2004** »promise and reality« **museum night, Gaswerk, Weimar**
showroom with Georg Dümlein
- 2001 | 2002** »european contest for textile- and fashion design from the area Apolda«
exhibition project by Bauhaus Universität Weimar

Publications

- 2007** **article in the magazine Oralprophylaxe & Kinderzahnheilkunde**
»Understanding oral hygiene – play materials for children«
http://www.zahnheilkunde.de/beitragpdf/pdf_5245.pdf
- 2007** **article in Bogen, magazine of Bauhaus-Universität Weimar**
»Understanding oral hygiene – play materials for children«
- 2006** »Understanding oral hygiene«, **Marburg, presentation at**
18. annual conference, 3. and 4. February 2006
study group psychology and psychosomatic in dentistry

Education

- June 2005** **Graduate diploma at Bauhaus-University, passed with distinction**
understanding oral hygiene – play materials for children
- 1999-2005** **Bauhaus-Universität Weimar**
product design | www.uni-weimar.de
 - focuses on interdisciplinary and conceptual project work
 - accompanied by an academic and scientific education
- 1998** **Abitur** (German equivalent to A-levels), **Stiftsschule St. Johann Amöneburg**



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References

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Neil Brazier,
Salt Restaurant
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Maike Thielmann,
Medienhaus Lensing
assistant marketing director, employer
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Skills

IT skills:

- advanced knowledge of Adobe InDesign and Adobe Photoshop.
- sound understanding of Adobe Illustrator, Freehand, Adobe Acrobat Professional.
- familiar with Adobe Flash, Rhino, Microsoft Word and Microsoft Power Point.
- able to work with both Apple Macintosh and Windows operating systems.

Personal skills:

My studies improved my ability to create good concepts. A variety of projects gave me the opportunity to put these ideas into practice. My extensive experience as a designer has optimized my competence in working to a high professional standard. I know the difference between playing around at free projects and working efficient on a tight timeline.

Serving in a New Zealand creative office established my design skills in an English speaking environment.

Furthermore, I had part-time jobs as a waitress at school, during my studies and in New Zealand. I was able to prove my capability to be polite and formal with a variety of people in stressful and demanding situations.

This long experience in different kinds of jobs has established and strengthened my ability to organize my own work flow in a range of environments. I am an enthusiastic worker and I complete all tasks to the best of my ability. I am team oriented and strongly communicative. I also consider myself to be very structured. I am a tidy and reliable person and a conscientious worker. Additionally, I believe that I am enthusiastic about learning new concepts and skills, and am a spontaneous and creative thinker.

Languages:

- German (mother tongue)
- English (kind of fluent)
- a tiny little French and Spain

Interests and activities:

I enjoy sport (in particular jogging, volleyball and tennis). Crafts and handiwork are my passion. I enjoy going to the movies, the theatre, and I like listening to music and dancing. Moreover cooking is one of my avocations. I love meeting friends and if there is time left I like playing around and enjoying life.

Additional qualifications:

Full drivers licence
Good sense of humour
I am not afraid to give a speech in public



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