

PUBLICATIONS

(2017) Article in *“Leichte Sprache” im Spiegel theoretischer und angewandter Forschung*, Frank & Timme Verlag, Berlin.
 (2018) *Leichte Sprache, Typografie & Angemessenheit*, Masterthesis Bern University of the Arts (HKB). (2019) Article in: *Lesbar – Typografie in der Wissensvermittlung*, Triest Verlag, Zurich. (2020) Article in *Bildgestalten – Topographien medialer Visualität*, BÜCHNER-Verlag, Marburg.
 (2020) *The influence of macrotypography on the comprehensibility of texts in easy-to-read language: An empirical study*, Visible Language, Cincinnati

TALKS (selection)

2016 | Swiss Design Research Network
 2016 | Forschungsmittwoch, HK Bern
 2016 | Capito, Graz
 2017 | dgtf, Zurich
 2017 | Bundeskanzlei und EGBG, Bern
 2018 | Dt. Historisches Museum, Berlin
 2018 | World Usability Day, Salzburg
 2018 | FURE – Future of Reading, Münster
 2019 | MCBW, Munich
 2019 | Herstellungsleitertagung, Irsee
 2019 | Forum Digitale Kommunikation, Bern
 2019 | Generali Versicherungen, Zurich
 2019 | ILIAS Conference, Dresden
 2019 | Bauhaus 4.0, Leipzig
 2019 | tga-Symposium, Wien
 2020 | capito Fachkonferenz
 2020 | ATypI

FUNDING APPLICATIONS (submitted)

2017 | capito: 7,000 Euros accepted
 2017 | Mercatorskizze, 450,000 CHF
 2017 | netidee.at: 50,000 Euros
 2017 | pro helvetia: 25,000 CHF
 2017 | EGBG: 150,000 CHF
 2019 | BMAS: (as partner) accepted
 2020 | Klaus-Tschira-Stiftung: 250,000 Euros

MEMBERSHIPS

Typographische Gesellschaft München, tgm
 Allianz deutscher Designer, AGD
 Gruppe Lesbarkeit
 PG *Social Design*, Deutscher Designtag
 DIN Spec 33429 Leichte Sprache
 LeiSaparti Forschungsprojekt

REFERENCES (available on request)

Prof. Erik Spiekermann
 Prof. Florian Adler
 Prof. Arne Scheuerman
 Prof. Bettina M. Bock

RESEARCH

About 20 % of the German population has insufficient reading and writing skills to be able to participate fully in professional and social life. Linguistic and social science research tends to forget the effect of design and typography in a multimodal communication. I began working on this topic in 2016 and was able to conduct research into macrotypographic issues as part of the extensive LeiSA study. My subsequent Master's degree allowed me to deepen my knowledge of research methods and gain expertise in funding applications. In 2018 I had the opportunity to conduct a second participatory study with 145 weak readers on microtypographic aspects of legibility. Presenting my research results in lectures led to workshops for the Swiss government and to their practical implementation, e.g. by a legal publishing house. Issues of text comprehensibility concern a much larger target group than initially thought. In digital implementation, technical innovations such as variable fonts (VAR) might be able to increase comprehensibility through user-specific settings. We are currently planning a third, digital study.

TEACHING

I have taught typography and editorial design on a part-time basis since 2004, and have lectured in this capacity at the University of Applied Sciences in Salzburg, Austria since 2008. I supervise bachelor and master students for six hours a week. Besides imparting typographic knowledge and teaching them design tools, I also endeavour to inspire them with passion and enthusiasm for design communication. Independence, creativity and reflection are, after all, the basis of our profession. I regularly organise excursions for my students and invite fellow designers to speak to them in order to broaden their horizons. We have also acquired several third-party funding projects. Since beginning my own research, I have also taught design research courses (at FH Vorarlberg, Austria) and further education courses (Certificate of Advanced Studies, HKB Bern, Switzerland).

DESIGN EXPERIENCE

After working for the late Rolf Müller in Munich and for J. Abbott Miller in New York – both renowned designers and AIGA members – I started my own studio in Munich in 1999. For 5 years I led a global corporate design project, working closely with Erik Spiekermann and leading a team of 6 international designers. We understand design as a discipline of interfaces – between products and users, between abstract thought and concrete perception, between the rational and the emotional. In order to determine the framework conditions of a project and the content to be communicated, we draw on findings and methods from related disciplines such as perception theory, behavioural psychology and opinion research. We orient our concept development on specific scenarios: The focus is not only on the product, but also on the environment in which it should be applied. Thus, we are able to find the appropriate media. Our expertise, experience and passion, guarantees optimal function of the product in terms of content and technology. Only the result counts! The customers experience the quality of a product with their senses. We attach great importance to excellent typography. Hand-picked teams for production and programming ensure optimal implementation.

EDUCATION

Master Communication Design, Design Research (with distinction)
Bern University of the Arts, Switzerland, 2/2017 – 1/2018
 Diploma in Communications Design (with distinction)
University of Applied Sciences Würzburg, Germany, 10/1990 – 12/1995
 School of Art, Australian National University, Canberra, Australia, 2/1993 – 10/1993