### Hey, I am Luca!

I am a student of industrial design at the Hochschule für Gestaltung in Schwäbisch Gmünd.

At the moment I am working on my bachelor project about "The future of food procurement - Delivery and digitization". After my first four semesters, an internship at Bosch Powertools and a semester abroad I decided to do an extra semester in the field of interaction design. I realized how important a combination between industrial- and interaction design is. I see a lot of potential in combining the knowledge of both fields in a project and working on holistic solutions. Such projects are the most interesting for me, where I see myself in the future. Moreover I am interested in looking at problems, analysing processes behind it and developing services out of them. For me a solid concept is the fundament for a product that gives the user a added value.

I strive to gain some more practical experience by doing internships in companies and agencys which fit in my personal visions. I expect to increase my competence in a design process by working with people with more experience and a bigger knowledge. After some internships I aspire to a master studie in the fields of service- or strategic design.



# The future of food procurement

- Delivery and digitization

This is the final project of my studies. How will people procure their food in the future? With this question we started the project. At the moment we are on the way to create a service to receive regional and organic food by delivery. Part of the service will be an application for ordering food and containers for transportation.

In this project my tasks are to analyse processes, pains and needs and finding the resulting opportunity areas. Also I took a main part in building the concept and visualizing the processes and the service.



Bachelor Project Work in progress!



Service to procure food in a digital context



Teamwork with Luca Nisi



### **Status Quo** Analysis

First we looked at todays bussiness models to procure food and recognized that there are allready some solutions to order food. But as we observed the demand for this kind of services is pretty small compared to e-commerce of clothing or electronics.

### How might we increase the demand for ordering food online?

To find out, we looked at trend studies in the areas of consumer behaviour, food and logistics. As a result, we have defined the six most important trends for our project.



Individualisation

Sustainability

Transparency





**Increase the demand** 

Why? Despite advanced digitalization in many areas, the consumer's desire to buy food online is not as high as in other business areas.

When shopping online, the consumer must trust the retailer, as the choice and comparison of food does not take place.

We want to increase consumer interest in How? online food trading and make this business model more attractive by optimizing processes and products.

What? Especially in the field of access to the service we see potential to create a better solution.

Through the regional distribution of regional and seasonal food we see the chance to strengthen the confidence to the dealer and the delivered products.





**Regional & seasonal** 



**Individual needs** 

Pre-packed quantities in supermarkets often lead to food waste, as users do not always consume the same amount of food.

We see the regional networking of stakeholders as an opportunity to create more transparency and gain more trust of the user. By ordering online we see the chance to better meet the individual needs of the consumer and give him a visible added value.

Through a digital platform that reads out data we see the chance to better respond to the individual consumer and his wishes.

### Process Network

We are working on a service with a franchise model background. We want to optain and deliver the food regional, means that the distances and times between harvesting and delivering getting shorter. Moreover we are spezialising on biological food to increase the quality. Through that we want to gain more trust of the user and increase the demand.



By connecting the distributors who are the central hub they are able to help each other. Furthermore we create a agile network that can be scaled from one region upto many regions. Part of the service will be a franchise model to expand into more regions.



With artificial intelligence we want to connect all stakeholders with each other. Through digital platforms we can collect data, evaluate them and give each stakeholder the information they need.



The future of food procurement - Delivery and digitization





### Network

The network gives interested people the opportunity to built this bussiness in their region. Part of it are information about producers, the structure of the company, processes and costumer information. Moreover they are able to connect with other distributors that are part of the franchise system.

Part of the service are digital platforms for the different stakeholders. Through the digital platforms the artificial intelligence is able to collect and evaluate data.



The consumer can order food online. The artificial intelligence helps by giving a quick acces to the products the consumer wants. Moreover we are aiming to increase the personal connection between consumer and producer through transparency.



The platform for distributors and producers is mainly to organize the orders and get help during packaging. The artificial intelligence gives information to optimize planing process. E.g.: What do users need and what does that mean for the next cultivation? (Producer)





### **Digital Platforms**



### **Delivery Container**

The delivery container is based on a deposit system and rotates between the costumer and the distributor. It is a simple system with two sizes of conatiners. Moreover there is an inlay especially for refrigerated products. With the digital platform and the visual apereance of the conatiners we want to create a brand and an identity to strengthen the service.

# To be continued.

## Koch.ER

- Modular cooking system for truck drivers

This project dealt with the topic of tableware. A selfimposed focus was on the processing, preparation and intake of food. We specialized in food preparation and absorption in the everyday life of truck drivers and developed a flexible cooking system for them.

Finding the focus topic, the user pains and needs and building the concept on top of that was a big part of my work in this project. Also I took part in designing the Koch.**ER** and building the design model.



2. Semester

- Optimizing the food situation in the everyday Г ٦
- life of truck drivers LJ



Teamwork with Felix Lang



### **Status Quo** Analysis

Due to the constantly changing location and the limited private space, which can only be found in the driver's cab, there are only a few possibilities for food preparation and reception.

User journey - Truck driver

### How might we optimize the current situation for truck drivers?



Often only small washbasins are available for cleaning







Due to constantly changing locations, Why? Due to the limited possibilities of preparing and food intake, there are hardly any truck drivers do not always have the same alternatives in the everyday life of truck conditions at the rest areas. drivers.

- To create an improved solution for the How? truck driver we wanted to support him in the preparation and follow-up. to different requirements.
- What? We want to create added value through a product that is specially designed for the truck driver and his needs.



### Flexible system

### **Equipment as part of the product**

Often the cooking equipment of the truck drivers is multi-part and cannot be combined in one system.

It requires a flexible system that is not dependent on a location, but can be adapted

This goal can be reached by several possibilities to place the system and to act with it.

In order to guarantee the completeness of the system, one goal was to integrate the necessary cooking equipment as well as the dishes.

By stacking the dishes inside the product and fix them by clamping, an overall concept can be created.

### Process Development & Design





Koch.ER - Modular cooking system for truck drivers







### Result Model



The Koch.ER can be connected to the cigarette lighter inside the truck via a voltage converter and supplied with power.



The lid serves on the one hand to close the Koch.ER, on the other hand it can be used as a rinsing tub.



The feet can be locked every 90° to ensure the flexibility of the system.



Two recessed hot plates for cooking, and fixing the cooking arcessories in the closed state.

### Leva

- Blood glucose meter & lancing device for visually defected people

This project deals with the testing and monitoring of diabetes sufferers. One focus was on process optimization in the lancing and measuring process. We also specialized in people with a visual defect and created a combined device, from the blood clucose meter and the lancing device.

I took part in analysing the pain points, building the concept by simple prototypes, and designing the product.



3. Semester

Process optimization of the measuring process of diabetics with visual defect **C 7** LJ



Teamwork with Luca Nisi & Tabea Lankhuijizen



### **Status Quo** Analysis

To keep an eye on your blood sugar level as a diabetic, a constant check is important. There are two important devices for this: the lancing device & the blood clocose meter. There is hardly a combined solution on the market in one device.

### How might we combine the lancing and measuring process?



Leva - Blood glucose meter & lancing device for visually defected people





**Combined device** 

Diabetics must always have several devices

with them in order to complete the measuring

Changing the instruments during the measuring process often leads to contamination by blood.

By combining the blood glucose meter and How? the lancing device, we want to reduce the number of devices that patients carry with and measuring process. them.

The design of a device that is both, a lancing What? device and a measuring device in one.

process.



Why?

process.



**Optimizing the process** 



### Fokus on diabetics with visual defects

Diabetes can lead to vision loss or complete blindness.

We wanted to create added value for users through process optimization of the lancing By adapting the design to this user group, we also want to enable blind people to take measurements.

By a short distance between stinging, and producing the blood, and applying it to the measuring strip we wanted to optimize the This goal can be achieved with a high-contrast design and a speech output function.

Process Development & Design











Leva - Blood glucose meter & lancing device for visually defected people

### Result Model



process.



During activation you get information about the remaining stock of lancets & test strips.



Illustrative instructions support the measuring process.



A short distance from the lancet to the measuring strip is intended to optimize the process for diabetics with healthy eyes as well as visually defected diabetics.



Even blind people can manage the measuring process without help via a voice output.

### Mateco

- Recipe rethought

In this project we created a new kind of recipes. The system developed by us can be found in an application and a stove prototype. For us it was important to support the user in the cooking process. One focus was on the user's interaction with the app and the stove.

In this project my main tasks was building the concepts and testing them in simple mokups. Especially creating the interaction between the user and the different devices. Also the visual appereance was part of my tasks. Due to the group size of 4 people, organization was also a big part of our work.



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7. Semester (Interactiondesign)

Design of interactions in the field of cooking



Teamwork with Luca Nisi, Jonas Roßner & Amelie Chupin



### **Status Quo**

### Analysis

We analyzed the cooking process with preparation and follow-up. The fact that inspiration is often lacking throughout the entire process leads to missing creativity during cooking. While cooking an overview is often missing, where we saw potential to optimize the process.

### How might we inspire the user more and support him during cooking?



Inspiration is missing in

food in stock cannot be included in a recipe







By increasing the flexibility of a recipe, more How? attention can be paid to the user needs.

Since conventional recipes are based on defined foods, quantities and a clearly structured process, the user is hardly supported in matters of inspiration.

Through a process optimization, in the search and composition of a recipe, the user can be inspired better.

What? By integrating the user into the creation of a recipe, he can be more agile and also more responsive to food in his stock.

With a digital platform, the user can access more background informations. Moreover the system can provide individual suggestions based on user behavior.





### **Increase of the personal bond to cooking**

Nowadays, the independent preparation of food can be skipped through quick and easy access to prepared food, which often leads to the loss of basic knowledge of the user.

Through a digital platform, we want to offer the user an added value whereby the relation is increased.

With direct support in the preparation process and during cooking, the user is involved more in the cooking process.





We tested our features for the new stove concept with simple prototypes in user testings. Our aim was to support the cooking process with a head-up display behind-, and a graphic user interface on the hot plate.

Trough a survey we checked all the features we tested. It helped us to work on our final stove concept.

### Process Head Up Display



At first, our concept was close to the conventional way of showing a recipe. You get shown the different steps and the ingredients you need for the respective task. This concept was based on giving the user a better overview while cooking and helping him step by step.



After some tests we decided to change the concept. We wanted the user to play a greater role in the entire cooking process. In this concept we gave him the opportunity to create his own recipe and choose the ingredients to be processed through a increased inspiration.

On the head up display the user gets an overview of the ingredients with the processing steps, the spices and detailed informations.

After our final concept for the head up display was set we created an app. Everything the user gets shown on the display is his own choise and can be adjusted in this application.

Send your rece
• •

### Head Up Display



ecepie to the Head Up Display	Get your ingredients on the screen	Match you ingredients with the pots

Portfolio - Luca Howald

• • •





If the tangible device is on the head up control field you are able to change the depth of information you get shown on the Head Up Display.

Portfolio - Luca Howald

The Tangible Device has three buttons to change the different modes. By turning the device you are able to control the modes.



With the tangible device on the stove control panels you can control the heat levels, set a timer or control the integrated kitchen scale and you receive visual feedback around the pots.







The application is divided into three parts: My creations, inventory and creation mode. My Creations saves all recipes created by the user.

In inventory mode, the user has an overview of all foods in his storage. He can add his purchases simply by scanning the receipt or adding food manually.

> Support > Overview



The creation mode is the heart of the application. The user can create his own recipes in many ways. With different filter functions he can search for the respective food. If he already knows what he wants to cook, he can add single ingredients by drag and drop into his creation. He is also able to be inspired by recipes that are part of the application. The difference between conventional recipes and our interpretation lies in the fact that on the one hand the user cannot adopt the entire recipe at once and on the other hand that even if he takes over most of the recipe he does not get a recipe step by step. This means that he has to deal more intensively with processing methods and suitable combinations before cooking.

> Inspire > Support

### Result Head up Display - Prototype

We created a prototype as an example for a stove, with a short distance beamer for the head up display and an TV screen for the graphic user interface. Through a camera and a tracking software we were able to control the system with the tangible device.



The user can group the different foods and spices in his application. If a grouping has taken place, the food is shown in groups on the head up display. If you do not group your ingredients they get shown randomly on the screen. This gives the user a constant overview of the ingredients chosen by him.

If he has selected more detailed information in his app to display, he can retrieve it by selecting a food group. These can be processing steps, possible combinations or suitable spices.

> Inspire

#### > Overview

![](_page_35_Picture_10.jpeg)

In addition, he can assign a food group to each pot placed on the hot plate. These food strands also follow the pot when it is moved.

> Support

## Wavier

- The currentless alternative to the electric toothbrush

This project was about redesigning an electrical product already available on the market. The aim should be to avoid electricity when using the product. I created a electric toothbrush that works without elecrical energy.

Since this was not a group project, all steps were carried out by myself.

![](_page_36_Picture_4.jpeg)

3. Semester

Redesign of an electric toothbrush that
works without electricity

![](_page_36_Picture_7.jpeg)

Individual work

![](_page_36_Picture_9.jpeg)

### Status Quo Analysis

### What factors must be considered to create an equivalent alternative to the electric toothbrush?

elo
itin thb
requipol

pment of electric toothbrushes

ng electric brush

electric sonic toothbrush

ultrasonic electric toothbrush

uency is rtant

Cleaning time just as important as the right cleaning technique

Form & materiality are decisive for ergonomic use

![](_page_38_Picture_1.jpeg)

![](_page_38_Picture_2.jpeg)

**Abandonment of electrical energy** 

One of the course's guidelines was to design Why? an electrical product in a way that it fulfils the same function without using electrical energy. I used a mechanical mechanism to mimic the How? rotating movement of the electric toothbrush. What? I decided on a power transmission via coil

spring.

The absence of electrical energy can lead to a deteriorated result of brushing teeth.

the energy.

By passing on a rotating movement of the spiral spring, the tooth is cleaned correctly. In addition, the length can be determined by the circumference of the spiral spring.

![](_page_38_Picture_11.jpeg)

**Constant result** 

A consistent result can be achieved by knowing how to brush teeth correctly and choosing the right mechanism to transmitt

![](_page_38_Picture_14.jpeg)

Several user groups

With the exception of children's toothbrushes, there are hardly any toothbrushes designed for a special target group. They differ only in the shape, material and hardness of the bristles.

A neutral design can encourage several user groups to buy and use the product.

This goal can be achieved through restrained colours, a simple form and ergonomic shape.

Process Development & Design

![](_page_39_Picture_2.jpeg)

Inspired by tin toys I decided on a coil spring to ensure the movement of the toothbrush.

By turning the upper and lower part against each other, the spiral spring is pulled up and can thus transfer its energy to the brush head.

Development of a functional model to check & implement the idea.

![](_page_39_Picture_9.jpeg)

Wavier - The currentless alternative to the electric toothbrush

![](_page_40_Picture_1.jpeg)

![](_page_40_Picture_2.jpeg)

![](_page_40_Picture_5.jpeg)

![](_page_40_Picture_6.jpeg)

### Result Model

![](_page_41_Picture_2.jpeg)

The design is based on conventional electric toothbrushes.

![](_page_42_Picture_1.jpeg)

Toothbrush base with haptic recesses to make it easy wind the spiral spring.

![](_page_43_Picture_1.jpeg)

![](_page_44_Picture_1.jpeg)

Replaceable brush heads as with a conventional electric toothbrush.

## Untis

- Application for a digitized school system

This project was about a redesign of an already available application. We decided on the timetable app Untis Mobile, whereby we tried to build on the redesign to create a much larger system that goes towards a digitized school. We redesigned one app and created a second one.

6

In this project I was responsible for the analysis of the app, the creation of the information architecture and the screenflow. Furthermore, I was significantly involved in the conception and the first elaboration of the wireframes. I also had my shares in the visual appearance.

![](_page_45_Picture_4.jpeg)

### 7. Semester (Interactiondesign)

Automation of processes and information between school, student and teacher ц ц

![](_page_45_Picture_7.jpeg)

Teamwork with Luca Nisi

![](_page_45_Picture_9.jpeg)

### **Status Quo**

Analysis

### How does Untis Mobile work and how might we better connect all stakeholders in the school context?

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#### Untis Mobile

Untis Mobile is an application designed to support students and teachers in their everyday school life. In addition to viewing the timetables and the associated information, learning material, homework or attendances can be entered.

![](_page_46_Figure_9.jpeg)

Operating principle of Untis Mobile

![](_page_46_Figure_11.jpeg)

The exact information about the students, classes or teaching staff must be provided by the school so that teachers and students can access it.

![](_page_47_Picture_1.jpeg)

![](_page_47_Picture_2.jpeg)

![](_page_47_Picture_3.jpeg)

- Stakeholders, students, teachers or the Why? administration often use different tools to accomplish their tasks.
- A uniform system simplifies processes and How? links stakeholders together. The flow of information is increased, providing more transparency.
- What? All information entered by teachers, students or administrators can be stored and shared with other stakeholders.

With the help of a tool, with which every stakeholder can solve his special tasks, a uniform system is created in which everyone gets the same information.

Students can view information about upcoming exams, homework or the timetable. Teachers can solve administrative tasks, that the information is immediately passed on to the school and students.

![](_page_47_Picture_12.jpeg)

**Digitizing processes & workflow** 

Nowadays, a lot is still recorded manually, so not everyone has the equal informations.

### Improved interaction & visual apearance

Since the task was to redesign an existing app, we wanted to improve interaction and the visual appearance.

By analyzing and improving the information architecture and the screen flow, an increased added value was created.

Adding important functions, connecting the stakeholders and a revised design brought us to this goal.

### Prozess Aufbau der Applikation

![](_page_48_Figure_2.jpeg)

### Process Visual design

![](_page_49_Picture_2.jpeg)

Font

We used the font **Castledown FF** because its roundish cut reminds us of the beginnings of learning to write. It also adapts optimally to the school context.

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![](_page_50_Figure_1.jpeg)

![](_page_50_Figure_2.jpeg)

### Result Screens - Student

![](_page_51_Picture_2.jpeg)

The start screen is the dashboard on which you have a quick access to the most important information.

> Overview > View data

![](_page_51_Picture_5.jpeg)

In the timetable view you can switch between week & day view to display more or less information.

> Overview > View data

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<b>L</b> DASHBOARD		O O PROFIL

To obtain further information on individual subjects, the student can select the respective subject to go to the subject page.

> View data

![](_page_52_Figure_1.jpeg)

The result tab is an extension of the app. Here students can view their current grades, the entire avarage of the grades, as well as individual exams, tests or oral grades.

> Monitor

![](_page_52_Figure_6.jpeg)

your average grades changes when you write better or worse grades.

> Monitor

### Result Screens - Teacher

	Dashboard	74 🗂
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Ø	<b>Lehrinhalte</b> stelle dir deinen gewünschten Hintergrund ein	<b>,</b> +
	<b>Klassenbuch</b> stelle dir deinen gewünschten Hintergrund ein	<b>,</b> +
88	Klassenübersicht stelle dir deinen gewünschten Hintergrund ein	>

When the app is opened, the class of the current lesson is displayed to the teacher. On the dashboard, he now has several ways to view information or create or modify files for students.

- > Manage
- > Update

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		Dashboard

With a quick access to all classes, the teacher can easily switch between them.

> View Data

![](_page_54_Figure_1.jpeg)

By colour-coding the various subjects, the teacher can quickly obtain an overview of classes, times and the subject to be taught.

> View Data

![](_page_54_Figure_6.jpeg)

The data is collected and evaluated by the system. This gives the teacher a quick overview of each individual student. If necessary, he can respond to individual students or seek contact with parents.

> Operate

# Furniture design

- Projects of different semesters

This chapter deals with the formal design of furniture.

Since these were no group projects, all steps were carried out by myself.

![](_page_55_Picture_4.jpeg)

Different semesters

![](_page_55_Picture_6.jpeg)

**F**ocus on the formal aesthetics of furniture

![](_page_55_Picture_8.jpeg)

Individual work

![](_page_55_Picture_10.jpeg)

![](_page_56_Picture_1.jpeg)

## Railway Station Bench

4. Semester

![](_page_56_Picture_4.jpeg)

![](_page_56_Picture_7.jpeg)

The topic of the course was railway station. I designed a bank with multiple use options. On the one hand it is a conventional bench for sitting, on the other hand it can also be used for leaning upright. (model 1:10)

![](_page_56_Picture_9.jpeg)

![](_page_56_Picture_10.jpeg)

![](_page_57_Picture_1.jpeg)

### Chair 6. Semester

![](_page_57_Picture_3.jpeg)

### What happened so far Curriculum Vitae

### Personal data

Name	Luca Howald
Date of birth	08.08.1994
Address	Bachtalstraße 44, 79650 Schopfheim
Nationality	german
Phone	+49 152 08242864
E-Mail	hello@luca-howald.de

### Education

09/2001 - 07/2005	Grundschule Niefern-Öschelbronn (Primary school)
09/2005 - 07/2011	Theodor-Heuss Gymnasium Schopfheim (Secondary school) Mittlere Reife
09/2011 - 07/2014	Friedrich Weinbrenner Gewerbeschule Freiburg i.B (Vocat Vocational training as wood sculptor and wood designer Fachhochschulreife

### Studies

since 10/2014	Hochschule für Gestaltung Schwäbisch Gmünd
	Study of industrial design
)2/2017- 07/2017	Holon Institute of Technology (Israel)
	Semester abroad

### Internships

10/2010	2-weeks vocational orientation (Secondary school)
	Atelier MIKE - Schopfheim
08/2012	2-weeks within the framework of vocational training
	Stone art Scheurer - Lörrach
08/2013	2-weeks within the framework of vocational training
	Interior design concepts - Fritz Schlecht - Altensteig
05/2014	2-weeks within the framework of vocational training
	Carpentry Kuri Holzbau - Schopfheim
09/2016 - 02/2017	Practical semester within the framework of studies
	Bosch Powertools - User Experience - Leinfelden-Echterdingen

tional school)

Social engagement	
11/2011- 05/2014	Care and nursing of dementia patients Markus-Pfüger-Heim Schopfheim
since 11/2011	Educated Snowboard teacher

# Thank you for taking time!

I look forward to hearing from you.

![](_page_59_Picture_2.jpeg)