

VANESSA KOCH

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EDUCATION

Carnegie Mellon University
Pittsburgh, Pennsylvania
BFA: Communication Design
Minor: Photography
class of 2010
cumulative GPA: 3.8

Florence Design Academy
Florence, Italy
Fall 2008 Study Abroad

PROFICIENCIES

adobe creative suite
adobe aftereffects
xhtml and css
digital photography
darkroom photography
3d studio max
digital pre-press
drawing/storyboarding
creative writing
letterpress
bookbinding
glassblowing

EXPERIENCE

Taiwan Service Design Project Taipei, Taiwan June-Aug 2010
co-designer; worked with a small, interdisciplinary team to research and develop an in-store pharmacy service for diabetes patients

Claim Change: Grassroots Campaign Pittsburgh, PA 2009-2010
founder and designer; received a grant from the Women and Girls Foundation of Southwest Pennsylvania to implement a multi-media campaign to raise awareness of Pittsburgh's gender wage gap

Blue State Digital New York, NY June-Dec 2009
part-time designer, intern; offered design support, created websites and identities for clients ranging from political candidates to non-profit organizations, worked closely with technology and strategy teams

Posner Center: Rare Book Exhibit Pittsburgh, PA Fall 2009
fellow; explored the Posner Rare Book Collection at Carnegie Mellon, researched and designed an exhibit revealing the changing form of books and the human experience of reading from Gutenberg to Kindle

Troika Design Group Los Angeles, CA Summer 2008
intern; worked on various branding and identity design projects, including creative brainstorming and development, style frames for animation, type studies, style guides, logo design

Lunar Gala Fashion Show Pittsburgh, PA 2007-2008
co-designer; conceptualized and constructed original fashion line, choreographed sound and stage motion, designed personal identity

Carnegie Arts in Society: The Hill House Pittsburgh, PA 2007-2008
intern; designed a curriculum and guided youth to create work leading to a published magazine featuring original writing and photography

RECOGNITION

Project M Participant; June 2010
Landesberg Design Award 2010
Posner Center Fellowship 2009
Dean's List 8/8 semesters
The Honor Society of Phi Kappa Phi 2009-2010
Mortar Board Honor Society 2009-2010
Odyssey: Academic Honors Program 2008-2009
Meltzer Prize: outstanding design and use of color 2008
National Merit Commended Scholar 2006
National Art Honor Society 2005-2007