

# CHRISTIE BRASHERS

CHRISTIEBRASHERS.COM • 814.933.6290 • C@CHRISTIEBRASHERS.COM

## HELLO!

I use design as a tool to improve life and I find opportunities in everything that I see. With a background in Industrial Design and a passion for meaningful interactions, I am fascinated by the intersection of physical and digital experiences. I observe the subtleties of everyday life and strive to connect people with solutions that blend into their natural behaviors. I love homegrown food, skateboarding, underground hip hop, and my young family.

## STRENGTHS

Project planning & management, design research, synthesis, concept ideation and development, sketching, wireframing, rapid prototyping, fabrication, iteration, computer modeling and rendering, collabs, documentation, presentation, and more.

## TOOLS

Paper and pen, Prisms, existing materials, table saw, CNC mill, 3D printing, power tools, post-its, handmade tools and jigs; HTML/CSS, Illustrator, Photoshop, Sketchbook Pro, Solidworks, Rhino, Catia, Keyshot, Final Cut, Keynote, Github.

## PROFESSIONAL EXPERIENCE

### **Design Consultant**

Catapult Design  
10/13-Now

I connected with Catapult Design as a volunteer during their summer workshop and our relationship soon blossomed into an ongoing opportunity for me to be involved in internal business development and client projects. Internally, I'm working with the Catapult team to develop a plug-and-play documentation system that can be used at various stages of their process to streamline the time they spend away from core project activities. For client projects my responsibilities include data collection, information architecture, concept development, and visual design, as well as delivering the final files. The design problems range from creating a small-scale and localized supply chain for fortified porridge in Rwanda to an all-in-one sourcebook for grain drying technologies for primary use in Kenya. Catapult addresses people's basic needs in innovative ways, which I empathize with as a mom.

### **Interaction Designer**

Jaman Networks  
5/13-Now

During most weekdays you can find me on Potrero Hill playing with a new technology that combines product data with artificial intelligence and human behavior. As the only designer among a handful of software designers, I lead creative projects around the office including developing the company's visual identity, improving the usability of the demo site, and exploring how the technology can allow people to interact with data in new ways that increase engagement and effectiveness. I also have a supporting role in the business development and strategy of our B2B model, proposing new technology applications and possible growth opportunities. I <3 to g33k out.

### **Storefront Designer**

Berkeley Food Collective  
5/13-Now

My family became involved in the Berkeley Food Collective upon relocating to California and in need of a local food store. What we found is an awesomely diverse community of people brought together by our passion for real food. My contributions to the store revolve around people's experiences with the ever changing flow of info, products, and faces there. This constant need to be flexible is challenging but fun because the ability to be individual is such an integral part of why each of us is there. I mainly work with the storefront and technology committees to further our mission of educating the public about food justice. Between our teams we span the design and development of the visual identity, website, food labels, floor plan, furniture, and internal systems management.

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## **PROFESSIONAL EXPERIENCE CON'T.**

### **Research Assistant**

Lucie Richter Consulting  
3/13-5/13

My love for learning and inquisitive nature leads me to work on unexpected projects, this time it was research and design in the aging space. I headed the market research for existing technology products made (or hacked) to address 'aging in place', a movement that seeks to help seniors manage their wellbeing inside their own home. I used online tools to document the research and showed the findings in a presentation that highlighted the most notable products and services we discovered. The research was collected through online sources, personal interviews, and Aging 2.0 conferences.

### **Product Design Consultant**

TKS Design  
3/13-4/13

TKS sought me out to create concepts for a new consumer electronics product category for Pfister. We used sketches and computer models to communicate the ideas and presented our progress with an update each week for feedback to integrate into the next round. We delivered a completed set of concepts rendered in different scenarios with callouts and details. I love working with emerging technologies and this had an added challenge of generating future concepts that could also be retrofitted to the existing product line.

### **Production Designer**

Kotis Design  
10/11-12/12

I worked for a year as a production designer creating graphics for clothing, products, and swag. Our clients ranged from corporations, to college Greek events, and even family reunions. The environment was extremely fast-paced. During this time, I clocked over 1000 hours in Illustrator and increased my decision making abilities to keep up. Now I'm able to tune those skills to fit the needs of the project and maximize my time accordingly. I believe design will take as long as it needs to take.

### **Junior Designer**

Wishbone Apparel  
5/11-10/11

At Wishbone I helped create the visual identity and product line for a company that provides fresh collegiate apparel for women. I designed 120+ clothing styles, and a select few made it to market! Brand development included new logo concepts, visual cues, color palettes, and layouts that would be utilized in the upcoming season's promotional materials. I later designed and coded the first version of Wishbone's online lookbook using HTML, CSS, and Javascript.

### **Intern**

By Suz  
8/08-3/09

As my first experience working in the design field, I interned with two artists that had adjacent studios located in downtown Pittsburgh. I designed and fabricated handbags, jewelry, scarves, wristies, and theatrical costumes as well as kept both studios organized and workable. My interest for fashion is what led me into a creative career path because growing up it was the easiest way to express myself. My first product design idea was a pair of collapsible high heels.

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## **EDUCATION**

### **Industrial Design and Interaction Design**

California College of the Arts  
09/12-Now

I transferred to CCA to be among a larger community of artists and designers knitted in and around the Bay Area and it has been awesome so far! I study both industrial and interaction design to better equip myself to tackle the tangible and intangible problems we face. I took this past school year off to work full time, I'm returning next fall.

### **Industrial Design**

Western Washington University  
09/11-06/12

I was a part of the WWU design program for one year where I connected with a small group of students in our studio in the woods. I learned the meaning of failure here as countless nights of reaching for perfection often ended with spilled coffee on the prints in the morning. I also learned to follow my gut.

## **SELECTED STUDENT PROJECTS**

### **Click**

California College of the Arts  
Spring 2013

Food was the topic of this assignment. I started in the hospital hoping to create a better food system that uses food therapy and education to progress the healing process. At the core of this was helping people to make better eating choices and I quickly realized that this problem was much larger than the hospital. I moved through a lot of different concepts about planning food when I had an Aha moment. If people could track what they eat and physically see what foods they were missing, the planning would be done for them. The idea manifested in an analog food counter that can be worn on a bracelet, necklace, or keychain and has the capabilities of syncing to your digital world.

### **RECYCL-IN**

IMPACT Social Entrepreneur Awards  
Spring 2013

I co-managed a multidisciplinary team of 8 CCA students in creating a grant proposal for a community project that would create Impact. We wanted to address something that we see daily in Oakland and San Francisco: houseless people collecting cans. We talked to a lot of people, worked with a community partner, and developed a system to elevate and empower these independent recyclers. It starts with giving people resources including a recycling toolkit and map of surrounding businesses that they can connect with and arrange the pickup of recyclables. It's a win-win for the local business, the independent recycler, and the larger community.

### **Washboard**

California College of the Arts  
Fall 2013

What are 'housewares' for the houseless? My journey began with this question. I spent time with houseless individuals and groups in Berkeley and Oakland and discovered that access to clean clothes was the most problematic issue across the board. A ton of research into washing methods and the lifestyles of the modern traveler, I designed a washboard. It is meant for the washing of intimates, socks and undies, and could help prevent over 16 causes of hygiene problems found in this community. I learned so much by listening to people and am compelled to innovate for minimal and sustainable lifestyles.