

# Hi there, I'm Ralf.

Ralf Josef Curriculum Vitae

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## since November 2017

# Co Founder / Design and Product Strategy Lead

Spaghetti Brain is a digital coach that supports primary school children to better understand their own learning processes. It is a tablet application to be used in the classroom by the pupils, in that moment when they get stuck in their individual work. I co founded the company, and am responsible for the product development process: working with pupils and their teachers in the classroom using co-design methods to design and iterate. Furthermore, I plan the devolpment process, align it with school term times and developer time tables towards the goal of having a Spaghetti Brain MVP by mid 2019.

## since October 2016 Consulting Designer for Mental Health / **User Engagement**

The engage project turned into a consultation for our UK partner, the mental health charity SANE, as well as other potential clients. As a design consultancy, we advise on how design thinking and physical prompts that are specifically designed for each context can help with difficult conversation topics. I am currently one of the project leads for our partnership with SANE and responsible for creating a fully functional production model of a series of workshop tools, as well as wrap those and their initial material up in a cohesive, branded package.

#### January - June 2015

#### **Consulting Designer for Urbanisation / Sustainability**

The Department of Arts and Culture of the City of Munich joined four other European Cities and started the EU supported 'What's the deal?!' project about urban culture. I supported this project as a consultant and designer, facilitating the communication between different exhibitors and between the project and the public. I wrote a daily blog and was in charge of content, design, and production of the project catalogue that was published for the final exhibition. Furthermore, the city asked me to exhibit my own work, for which I designed 'Reducing Efficiency', contemplating our understanding of sustainability and consumerism.

# March 2013 - June 2014 **Freelance Design Journalist**

After my time as an editorial intern, I continued to write for the design magazine 'form', but expanded my customer base to other magazines such as 'domus Germany', the Munich based magazines 'ding' and 'mhm', as well as to blogs such as 'monta.gs'. I wrote articles about sub cultures, city portraits, reviews as well as opinion pieces.

# August 2012 - February 2013

### Editorial Intern / Editorial Assistant at form magazine

For half a year I worked as an editorial intern at renowned bi-lingual German design magazine 'form' in Frankfurt (a.M.). I wrote book and exhibition reviews, artist portraits and researched for many articles.

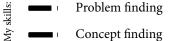


MA / MSc Global Innovation Design Royal College of Art / Imperial College, London Keio Media Design, Tokyo / Pratt Institute, NYC

**BA Industrial Design** Munich University of Applied Sciences

Abitur, 1.4 (A-level equals AAA) Gymnasium Oberhaching, Munich, Germany

**Canadian High School Diploma** Quebec High School, Quebec, Canada



- Concept finding
  - Team compatibility / adaptability
  - Design research
  - Product design prototyping (3D print)
  - Writing
  - Speculative design (Back Casting)
  - Animation (After Effects, Maya)
  - Coding (Web, Processing)
  - Visualisation (Illustrator, InDesign)
  - Co-design methods (Workshops)
  - Design inquiry skills



What I speak

German mother-tongue

English



French