

Simon Tschachtli  
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### **July 2003 – present**

Principal Designer and Founder of Atelier Tschachtli, Gerberngasse 27-31, Bern, Switzerland

- Develop design solutions for a wide range of applications (scientific and architectural visualization, 3d animation, interactive applications, post production, graphic- product- and interaction design)
- Developed a variety of custom shaders for non-photorealistic and stylized rendering
- Part-time teaching assignments, (3d computer animation, storyboard) mentorship at Hochschule für Gestaltung und Kunst Bern
- Mentorship, Hochschule für Gestaltung und Kunst Zürich, Department of Scientific Visualization
- Short-term teaching assignments at the SAE Institute, Zürich (3d Animation with Alias Maya)

### **October 2001 - June 2003**

Senior Interaction Designer, Emerging Technology / Mobility Solutions, Hewlett Packard, Palo Alto, CA

- Developed interaction scenarios, mockups, and visual designs for the Unified Wireless Connection Manger, a tool to simplify services accessed via mobile devices. Acted as a liaison between researchers, marketers, engineers, and external consultants.
- Provided visual design directions for a Wi-Fi connection utility that runs on both PocketPC and Windows. Redesigned content navigation for Mobility Solutions at hp.com. This simplified the purchasing of Wi-Fi connectivity plans and hardware upgrades.
- Worked closely with the corporate design department during a project that involved the development of a next generation wireless PDA. Aligned the product design of a prototype PDA with the new HP design language — numerous specific connectivity software have been developed for this device. Developed use cases that cover a range of mobility scenarios and lead to interaction flows and screens. Prepared usability tests to measure the quality against corporate requirements.
- Participated on numerous cross-divisional programs and initiatives in the areas of interaction design and product design that promote consistency and interoperability across HP products. Developed use cases, interaction concepts, and screen designs for numerous unannounced devices, software and services. As part of a multi-disciplinary development team for product ideas, helped translate concepts and product ideas for mass market.

### **December 1998 - July 2001**

Senior Interaction Designer, Inter Effects Information Design, Basel, Switzerland

- Designed, built, and tested interfaces for web-based and stand-alone applications.
- Created concepts and prototype applications with spatial user interfaces (rendered using realtime 3D graphics and isometric object representation).
- Evaluated and implemented user requested features (interaction design and visual design).

### **April 1995 - November 1998**

Senior Designer and original member of the Strategic Project Unit Darwin (research, software development, and digital media production), LEGO A/S, Billund, Denmark

- Designed and implemented user interfaces for award winning CD-based games, educational applications and animated building instructions.
- Analyzed results from internal usability tests.
- Visualized game concepts and product ideas.
- Involved in numerous research projects that combined LEGO models in physical and virtual environments using shared spaces via high-end 3D visualization (VR applications).
- Co-developed design guidelines for digital LEGO.
- Produced 3D computer animation using Softimage, PowerAnimator, Maya, and custom tools.
- Initiated the development of custom tools to streamline the production work flow for the internal animation and modeling departments.
- Supervised and mentored junior animators and designers.

### **July 1992 - December 1995**

Graphic Designer / 3D Animator, Publisuisse, a subsidiary of Schweizerische Radio- und Fernsehgesellschaft (Swiss Broadcasting Corporation), Bern, Switzerland

- Produced computer animation for film and television using Softimage 3D and paint systems.
- Designed promotional publications (print and video) including a web site.
- Initiated an in-house Graphics Department.
- Supervised a team of graphic designers and typographers.

## Education

### 1992

Was graduated with a degree in Graphic Design / Visual Communication from Schule für Gestaltung Bern (School of Visual Arts), Bern, Switzerland. Wrote thesis on graphic elements in screen space and OS-level color selection methods.

### 1987 - 1988

Studied at Schule für Gestaltung Bern (completed Graphics Foundation coursework), Bern, Switzerland.

### 1976 - 1987

Attended elementary and secondary schools, Mühleberg, Switzerland.

## Language skills

German (native speaker), English, some French

## Additional education and special interests

1994 - present: Regularly attended ACM SIGgraph conferences, USA.

1987 - present: Frequently attended conferences and workshops on interaction design, computer graphics, and visual communication, Europe and USA.

1986 - present: Attended conferences by the Swiss Computer Graphics Association, Switzerland.

2001 - present: Participated regularly at lectures organized by PARC, BayCHI, SDForum, the Computer History Museum, Bay Area, California.

2001: Joined the Computer History Museum, Mountain View, California.

1999: Delivered invited address at Schule für Gestaltung, Bern, Switzerland.

1998: Attended one week introduction to parametric curves and surfaces taught by Professor Brian A. Barsky, and Julian E. Gómez, PhD, Billund, Denmark.

1998: Attended introduction to the Lightscape visualization system, San Jose, California.

1998: Attended MovingWorlds, VRML conference, Monterey, California.

1997: Attended MovingWorlds, San Francisco, California.

## Products shipped

- Hewlett Packard Rubik, a web-based application that simplifies ISP selection and sign-up
  - Numerous web sites including grimaldi-gallery.com
  - LEGO CyberMaster, software for a computer-controlled construction toy
  - LEGO Submarine, digital building instructions for a construction toy
  - Complexity Manager, Level of Detail Manager, Voxelizer and other custom 3D tools for LEGO
  - Build a Duck, Java applet enables children to play with LEGO bricks online (isometric view)
  - Product film for Mammut Sports
- Numerous 3D computer animations for film and television, customers include Nestlé, Ascom, and Schweizerische Radio- und Fernsehgesellschaft

## Awards

1995 - 1998: Worked on numerous LEGO products which won international awards for product design.

1997: LEGO high-tech toy (submarine construction set with CD-based building instructions) received Best Scandinavian Multimedia Production award, Stockholm, Sweden.

1997: LEGO high-tech toy received I.D. Prize award for product design for software, USA.

1991: Received Allgemeine Plakat Gesellschaft award for best poster, 700 year anniversary of the Swiss Federation.

## Software toolbox used

Photoshop, Illustrator, Dreamweaver, Fusion, Project, Visio, InDesign, Xpress, Director, Pagemaker, AfterEffects, Shake, Final Cut, Premiere, PowerAnimator, Maya, Softimage, Mental Ray, Maxwell Render, Form.Z, Lightscape, Pixar Renderman, Deep Paint, Cubicomp Picturemaker, Microsoft Office applications and numerous special tools and utilities

## Operating systems and APIs used

Mac OS 9 / X, Windows, UNIX / IRIX, PocketPC and Symbian OS, HTML, VRML2, QuickTime, QuartzComposer, Xcode, Lingo, ActionScript, MEL (Maya Embedded Language), basic JavaScript editing, OpenGL, QuickDraw 3D, and some SL (Pixar Shading Language)

## Citizenship

Switzerland