

Simon Tschachtli
Balmweg 37, 3007 Bern
phone +41 31 535 0216
mobile +41 79 213 3621
simon@tschachtli.net

EXPERIENCE

2003 – CURRENT

Founder and «Jack of all Trades», *Atelier Tschachtli*, Gerberngasse 27-31, Bern, Switzerland.

- Developed a wide variety of design projects. My clients range from advertising agencies to brain surgeons. (graphic design, interaction design, animation, illustration, post production, VR & AR application prototypes)

PART-TIME TEACHING ASSIGNMENTS

- Courses & workshops in collaborative design methods / introduction to the Design Thinking process, various rendering and animation courses at *Hochschule für Architektur, Bau und Holz*, Burgdorf, Switzerland.
- Visual communication courses for architects, *GIBB – gewerblich-industrielle Berufsschule Bern*, Switzerland.

PAST TEACHING & WORK ASSIGNMENTS

- Design Researcher at the Knowledge Visualization group, teaching courses in computer animation and storyboarding at *Hochschule der Künste Bern*, Switzerland. Initiated and worked on research projects.
- 3D Modeler (part-time in 2015), *Locherschmuck GmbH*, Ostermundigen, Switzerland.
- Scientific Animator (project-based, part-time in 2013), *Universitätsklinik für Neurochirurgie*, Inselspital, Bern.

2001 – 2003

Senior Interaction Designer, *Emerging Technology / Mobility Solutions*, Hewlett Packard, Palo Alto, California.

- Developed interaction scenarios, mockups, and visual designs for the *Unified Wireless Connection Manager*, a tool to simplify services accessed via mobile devices. Acted as 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 the mobility solutions at hp.com. This simplified the purchasing experience of Wi-Fi connectivity plans and hardware upgrades.
- Worked closely with the corporate design department for the development of a next generation wireless PDA. Aligned the complete product design of a prototype PDA with the new HP design language — numerous specific connectivity tools 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 in numerous cross-divisional programs and initiatives in the areas of interaction design and product design, promoting 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.

1995 – 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.
- Became involved in numerous research projects that combined LEGO models in physical and virtual environments using shared spaces via high-end 3D visualization.
- Co-developed design guidelines for digital LEGO.
- Produced 3D computer animation using *Softimage*, *PowerAnimator*, *Maya* and custom tools.
- Initiated the development of custom tools streamline the production work flow for the internal animation and modeling departments.
- Supervised and mentored junior animators and designers.

1992 – 1995

Graphic Designer / 3D Animator, *Publisuisse*, a subsidiary of the *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 and coached a team of graphic designers and typographers.

EDUCATION

2012 – 2013

Completed DIK 1 didactic course, *Eidgenössisches Hochschulinstitut für Berufsbildung* (10 ETCS)

1992

Was graduated with a degree in Graphic Design / Visual Communication from the *Schule für Gestaltung Bern* (School of Visual Arts), Bern, Switzerland. Wrote thesis on UI for OS-level color selection methods (color pickers).

1987 – 1988

Completed Graphics Foundation coursework at *Schule für Gestaltung Bern*, Switzerland.

1976 – 1987

Attended elementary and secondary schools, Mühleberg, Switzerland.

LANGUAGE SKILLS

German (native speaker) English, French (basic)

ADDITIONAL EDUCATION AND SPECIAL INTERESTS

- 2009 – present: Regularly attended *Semantic Web Meetup*, Zürich, Switzerland
- 2008 – present: Attended *Interaction Design Meetup*, Bern and Zürich, Switzerland
- 1994 – present: Regularly attended *ACM SIGGRAPH* and *SIGCHI* 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* and 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*, Bern, Switzerland.
- 1998: Attended one week introduction course 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.
- *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 that enables children to play with LEGO bricks online (isometric view).
- Numerous 3D computer animations for film and television, customers include Bernisches Historisches Museum, *Nestlé*, *Ascom*, *Contexta*, *Institute of Robotics and Intelligent Systems*, *ETHZ*, *Vifor*, *der Balgrist*, *Swiss Institute for Art Research (SIK-ISEA)*, Zürich and *Schweizerische Radio- und Fernsehgesellschaft, Kästli AG*.

AWARDS

- 1995 – 1998: Worked on numerous LEGO products which won international awards for product design.
- 1997: LEGO hightech toy (submarine construction set with CD-based building instructions) received *Best Scandinavian Multimedia Production* award, Stockholm, Sweden.
- 1997: LEGO hightech toy received *I.D. Prize* award for product design for software, USA.
- 1991: Received award by *Allgemeine Plakat Gesellschaft* for best poster, 700 year anniversary of the Swiss Federation.

SOFTWARE TOOLBOX USED

Photoshop, InDesign, Illustrator, Dreamweaver, Muse, Hype, Sketch, Office, Visio, Premiere, Motion, After Effects, Maya, Unity 3D, Arnold, Maxwell, Softimage, MentalRay, Form.Z, SketchUp, Rhino, ZBrush, 3D-Coat, Pixar Renderman, Mathematica, Quartz Composer, Vuo and many special tools

OPERATING SYSTEMS, APIS AND LANGUAGES USED AND PLAYED WITH

Mac OS X, Windows, iOS, PocketPC, Symbian OS, SGI IRIX and DOS, HTML/CSS, WebGL, VRML2, OpenCV, CoreImage, SceneKit, QuickTime, ActionScript, MEL (Maya Embedded Language), some JavaScript, Python, MEL, OpenGL, RSL (RenderMan Shading Language)

CITIZENSHIP

Switzerland