

Carol Koffel 788 Elizabeth Street San Francisco, CA 94114 415.215.8062 ck@newliefdesigncenter.com

Systems Thinker A creative connector, I translate, filter, and identify key ideas into strategic initiatives to fuel taxonomies, collaboration, and deliverables. My experiences span professional disciplines as an educator, artist, industrial designer, and business consultant with cross-disciplinary expertise in market communication, interior architecture, color and materials, and ceramics.

Entrepreneur

2005 – Present **Founder New Lief Design Center**

A ceramic centric business founded to integrate my art, design and craft. The center was launched during a residency at the European Ceramic Work Center. (.ekwc) Projects completed to date include prototyping of architectural skins, color and design of “Water, Wine & Waves” a bay area inspired material for BART, Clay Vessels for fermentation or storage of wine, site-specific installations and small-scale production of ceramics.

1991 - 2006 **Co-founder and CEO of Gingko Design Inc.**

A product development consultant to the high-tech industry, we delivered award winning user-centric products for companies from startups to international corporations. Projects focused on insightful design briefs, future visioning of product lines, and integration of 3D surface geometry into upstream implementation of award winning designs. I negotiated stock options for consulting services with Jet Cell, a Silicon Valley VoIP start up who was purchased by Cisco.

Select clients included: Apple, BART, Cisco, EFI, Jet Cell, HP AiO Division, Motorola, Mitsubishi, SONY, SGI, TDK, Toshiba, UMAX, Western Digital.

1986 – 1989 **Added Design Dimension Dearborn, MI**

Master Plan for Chrysler Technology Center, An interior architectural project to relocated Chrysler’s Engineering and Design downtown campus into a crucifix style building where vehicles traveled across an intersection the scale of a high-rise.

Design Brief for Caltly Design (Toyota’s California Design Studio), Research conducted by interviewing senior management for the redesign of facility resulted in a visual presentation and approval from Toyota headquarters for a major renovation.

PoohChi A Line of Bedding for Infants, The 100% cotton line of crib sets featured short stories to encourage bedtime story telling and was sold in NYC stores.

Visual Artist

2012 **On the Edge of Culture, Chinese Culture Center**
Good Company, Petaluma Arts Center

2011 **Artist in Residence Chinese Culture Center**
BART _ “Water, Wine & Waves” pattern and color development
2 Blocks of Art _ Urban Solutions
CCA MFA Show
Worth Ryder Gallery, University of California Berkeley, CA

2010 **Dutch Design Week, Eindhoven, Holland**
Marin Contemporary Museum of Art, San Rafael, CA
Falkirk Cultural Center, San Rafael, CA
Marin Society of Artists, San Rafael, CA

2006 - 2009 **Sanchez Art Center, Pacifica, CA**
UC Davis Art Center, Davis, CA
Feats of Clay XXI Lincoln Arts & Culture Foundation, Lincoln, CA
The Pence Gallery, Davis, CA
European Ceramics Center (.ekwc) - Combined Residency

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Educator

- 2011- Present Stretch Your Imagination, material exploration and integration of clay into preschool curriculum
- 2006 - 2010 California College of Arts, courses included Design Leadership and Ceramic Skins, an interdisciplinary studio course to architecture, art and ID students. The focus of the course was use of ceramics as a building material that did not rely on mastic or mortar. Student deliverables were prototypes in clay, plaster and metals.
- 2005 - 2009 Professor for Master and Undergraduate Industrial Design Students at The Academy of Art University, Courses included Introduction to Product Design, Research Methodology, Senior Industrial Design Studio and Thesis Seminar.
- 2005 - 2007 Director for Masters Program in the School of Industrial Design at The Academy of Art University, I was responsible for program pedagogy, development of course syllabi, matriculation and graduation requirements, student advising, teacher hiring, and preparations for WASC accreditation.

Designer

- 1990 - 1991 Skidmore Owings and Merrill, San Francisco, CA Project Manager, Renovation of Kaiser Vallejo Hospital and Medical Office Building
- 1989 - 1990 West Office, San Francisco, CA Exhibition Designer, "Global Warming Understanding the Forecast" American Museum of Natural History sponsored by The Environmental Defense Fund
- 1985 - 1986 Catalo Associates, Birmingham, MI Interior Designer, Office Planning Systems Furniture
- 1984 - 1985 Collaborative Design, Detroit, MI Interior Designer, Restaurant and Lighting Showroom
- 1983 - 1984 Peugeot SA. Carrières Sous Poissy, France Color and Material Designer, Fleet Vehicles and Paris Show Car Interior Color and Materials for Eco 2000

Awards/Grants

Center for Cultural Innovation Grant
Phelan, Murphy, and Cadogan Fellowship
Lighton International Residency Grant
IDEA, Good Design, CES, iF industrial design awards

Lectures

Solano Community College: The Business of Art
SF MOMA: Divergent Convergent Thinkers
Kemper Museum Kansas City: Ceramic Skins Residency
NCECA: Topical Discussion on Use of Ceramics in Architecture
Ceramic Skins: Transforming Light and Space www.ekwclighton.blogspot.com

Board Member

Ginkgo Design Inc, Friends of Sharon Arts Studio, Association of Clay and Glass Artist

Passions

Improvisation, Creative Connector, Educator, Trend Tracker, Sustainability Advocate
IDSA, Churchill Group, DMI, CMG Chair of Trend Catalyst Workshops, ACGA

Education

- 2011 California College of Art, MFA
2008 Alfred University, Ceramic Intensive
1983 Art Center College of Design, B.S. Industrial Design with honors
1972 Goddard College, Ceramics Major