

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. 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, mock-ups, 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.

## **1998 – 2001**

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

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

## **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.

## **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 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 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