

Katrin Krumm

25.10.1989

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Education

2011–2015, **Hochschule für Kunst, Design und Musik Freiburg**

Three-year bachelor degree in *Integrierte Gestaltung*
orientation in new media design, lectured by Prof. Steffen Rümpler
2013–2015 students representative
Title of final thesis: *Inszenierung von Mode mittels digitaler 3D-Visualisierung im Werk von Daniel Sannwald. Eine designwissenschaftliche Betrachtung.*

2010–2011, **Freie Hochschule Freiburg**

(Without degree) Communication design studies

200–2009, **St. Ursula Gymnasium Freiburg**, Germany

High school, orientation in Fine Arts, English and French

Work Experience

Since 2019, **elinor**

P2P-insurance start up, working as freelance communication designer:
Creating new visual identity (website and social media)
Assisted in the communication for the non-profit project *Kunstnothilfe*

2020, **Kunsthalle Basel**

6 months PR&communications internship under the director Elena Filipovic

Tasks:

Assisting with PR&communication of the following exhibitions
Camille Blatrix: Standby Mice Station, *Bizarre Silks*, *Private Imaginings and Narrative Facts*, etc.: an exhibition by Nick Mauss, Deana Lawson: *Centropy*, Judith Kakon and Raphael Hefti

Updating website, online dashboards and press info, creating communication and press reports

Preparation of written and visual promotional material, i.e. banner, flyers, instagram stories and posts, reviews for publications in the bookshop (DE/EN)

Holding guided tours (German)

Communicative assistance of educational projects and events, such as:

Photography workshop with Diana Pfammatter and Critical Whiteness Workshop with the Swiss network *Koordination Kollektiv kritisches _weiss_-Sein Bern*

2018–2019, **Macromedia Freiburg**

Led the pre-studies course under the supervision of Prof. Karin Jobst

Lecture: *Digital Fine Arts*, 10/2018–03/2019

Workshop: *Digital Meditation*, 17.12.2018–21.12.2019

Lecture: *3D Photo Concept*, 03/2019–9/2019

Lecture: *Digitale Ethik*, 10/2019–03/2020

Workshop: *Design und das „dritte Geschlecht“*, 06.05.2019–22.05.2019

Focus on design ethics, web accessibility, network policy, equal opportunities, content moderation and censorship

2013–2017, Freelance event manager for various interdisciplinary events

e.g.: *New Old Black Forest, E-Werk Freiburg (2013)*

with Jovana Reisinger, Ephraim Wegner, Bernd-Michael Land, Ruiné, Sascha Brosamer, Sucuk und Bratwurst, Evelyn Dragan, Armin Unruh, Max Kersting, Hannes Grebin and Ramon Haindl

e.g. *UFER 2.0, Südufer Freiburg (2017)*

Interdisciplinary club event with an exhibition, performances and live acts with Karolin Stächele and Nadine Jundt (dagada dance company), LGoony, DJ Heroin, nunu, oba boba & die abgründe, URTE

(Delayed due to COVID-19: Rap Fatale Festival, Artik Freiburg, April 2021)

Female focused rap festival with live acts, performances, workshops & readings with ebow, PALAS, Tice, Mariybu, Pressluftthanna, Babsi Tollwut etc.

Tasks: Choosing funding partners, communication with sponsors, co-curated artistic program and exhibitions, assisted the production teams, organised artist camps, communication with local exhibition spaces, digital communication and social media

2015–2019, **Krumm-tec**

Family-led industrial manufacturing company with focus on cleaning systems

Responsible for corporate communications and marketing

Led B2B communication: Redesigned the corporate identity, improved user experience on website (i.e. restructuring the product palette), assisted in trips abroad, created B2B videotutorials (recording, cutting, post-production)

Responsible for all print publications: Technical data sheets, product newsletters and operating manuals

Clients: *BMW Group, Fraunhofer, Stratasys, BASF, Endress+Hauser, Siemens, Mercedes-Benz, ottobock, Volkswagen, Glashütte*

2014–2015, **Studio Baster**

6-months motion and web design internship in an owner-managed graphic design and production studio in Amsterdam

Tasks:

Video and photo assistance for institutions and organisations in the cultural sector, i.e. *unfair Amsterdam* (Fair for emerging young artists), *Cobra Museum of Modern Art* and *Pitch Festival*, created teaser trailers and animations

Languages

German (mothertongue), English (TOEFL: 93%), French (Basic knowledge), Spanish (Basic knowledge)

Skills and trainings

Software: Adobe Creative Suite (Indesign, Illustrator, Photoshop, Premiere, After Effects, Audition, Lightroom), DaVinci Resolve (Basics), KRITA (Basics), Blender (3D Animation and compositing), Wordpress

Photo and video production (recording, editing, color grading), web design (layout, front-end), typography, animation (2D motion graphics and 3D), text production

Knowledge about design ethics (accessibility and equal opportunity), digital art (vjing, 3d-animation, curation), media law (freedom of speech and censorship), event management (event communication & PR), contemporary literature

(Former) member of the following associations

AstA, official students organisation engaged with educational politics

RapFatale, association supporting female-led rap acts in German hip hop

Veryverycontemporary, multimedia Europe-wide artist collective with focus on contemporary web design and 3D animation

80106, founding member of the first female autonomous co-working space in Freiburg

References

Claudio Vogt (cvogt@kunsthallebasel.ch)

PR&Communications, Kunsthalle Basel

Karin Jobst (kjobst@macromedia.de)

Studiendekanin, Macromedia Campus Freiburg

Thomas Krumm (th.krumm@krumm-tec.com)

Geschäftsführer, Krumm-tec