

IDENTIFYING INFORMATION

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EDUCATION

Diplom Designer, major in graphic design, minor in business and advertising (MFA equivalent)
Pforzheim University, School of Design, Pforzheim, Germany
1984-1988

Executive Program, Business for Design Leaders
Harvard Business School
2003

TEACHING EXPERIENCE

SUMMARY: Building on 27 years of teaching in UG ComD, developed courses, helped develop and have taught most courses in the current program, assessed curricula at foreign host schools, taught workshops at NABA in Milan, and recently a summer intensive in SCPS.

Adjunct Associate Professor, 2014 - 2024
Adjunct Assistant Professor, 2006 - 2013
Visiting Instructor, 1998 - 2005
Pratt Institute, Brooklyn

Visiting Professor, 2013-2016
Nuova Accademia di Belle Arti, Milan

COURSES TAUGHT & DEPARTMENT ADMIN WORK

SUMMARY: My teaching has from the beginning been grounded in the examination of creative practice in advertising, graphic design, illustration, product design and content creation.

I teach my students to understand their practice in a context of personal communication, human connection, human needs, and the power of ethics and integrity.

My pedagogy is framed by an international perspective, a belief in the power of diversity and the need for greater social and ecological justice.

The Center for Teaching and Learning has helped me refine my teaching practice, while my development background and 10+ years of working with artificial intelligence help me meet this moment in higher education and beyond.

Pratt Institute:

- Fall 2024** Branding & Messaging
Professional Practice
Education Abroad Coordination
- Spring 2024** Product, Environment, Material
Professional Practice
Education Abroad Coordination
- Fall 2023** Branding & Messaging
Process & Production
Education Abroad Coordination
- Summer 2023** Visual Branding Intensive
- Spring 2023** Product, Environment, Material
Typography & Information
Education Abroad Coordination
- Fall 2022** Process & Production
Branding & Messaging
Education Abroad Coordination
- Spring 2022** Branding & Art Direction Intensive 2
Product, Environment, Material
Education Abroad Coordination
- Fall 2021** Branding & Art Direction Intensive 3
Branding & Messaging
Education Abroad Coordination
- Spring 2021** Branding & Art Direction Intensive 1
Branding & Art Direction Intensive 3
Branding & Art Direction Senior Thesis
Education Abroad Coordination
- Fall 2020** Branding & Art Direction Intensive 3
Branding & Messaging
Education Abroad Coordination
- Spring 2020** Branding & Art Direction Intensive 2
- Fall 2019** Branding & Art Direction Intensive 3
Branding & Messaging
Education Abroad Coordination
- Spring 2019** Branding & Art Direction Senior Project
Education Abroad Coordination
- Fall 2018** Branding & Art Direction
Education Abroad Coordination

Branding & Art Direction Course Coordination

Spring 2018 Research, Analysis & Process
Education Abroad Coordination

Fall 2017 Research, Analysis & Process
Research, Analysis & Process Course Coordination
Education Abroad Coordination

Spring 2017 Package Design
Visual Communication 2
Education Abroad Coordination

Fall 2016 Graphic Design 1
Graphic Design 2
Package Design 1
Visual Communication 1
Education Abroad Coordination

Spring 2016 Graphic Design 1
Graphic Design 2
Package Design 1
Visual Communication 2
Education Abroad Coordination

Fall 2015 Graphic Design 1
Graphic Design 2
Package Design 1
Visual Communication 1
Education Abroad Coordination

Spring 2015 Graphic Design 1
Graphic Design 2
Package Design 1
Visual Communication 2
Education Abroad Coordination

Fall 2014 Graphic Design 1
Graphic Design 2
Package Design 1
Visual Communication 1
Education Abroad Coordination

Spring 2014 Graphic Design 2
Visual Communication 2
Education Abroad Coordination

Fall 2013 Graphic Design 1
Package Design 1
Visual Communication 1
Education Abroad Coordination

Spring 2013	Business Design Results Package Design 1 Visual Communication 2
Fall 2012	Visual Communication 1
Spring 2012	Business Design Results Visual Communication 2
Fall 2011	Visual Communication 1
Spring 2011	Design Procedures 2
Fall 2010	Social Media
Spring 2010	Business Design Results Social Media
Fall 2009	Social Media
Spring 2009	Business Design Results Social Media
Fall 2008	Business Design Results
Spring 2008	Business Design Results
Fall 2007	Business Design Results
Spring 2007	Business Design Results
Fall 2006	Business Design Results
Spring 2006	Graphic Design 2
Fall 2005	Graphic Design 1
Spring 2005	Senior Project Graphic Design 2
Fall 2004	Graphic Design 1
Spring 2004	Graphic Design 2
Fall 2003	Graphic Design 1
Spring 2003	Graphic Design 2
Fall 2002	Graphic Design 1
Spring 2002	Graphic Design 2
Fall 2001	Graphic Design 1
Spring 2001	—
Fall 2000	Design Procedures 2
Spring 2000	Design Procedures 1
Fall 1999	Design Procedures 2
Spring 1999	Design Procedures 1
Fall 1998	Design Procedures 2

NABA - Nuova Accademia di Belle Arti, Milan

Spring 2013	Social Media Workshop
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Spring 2014 Social Media Workshop
Spring 2015 Social Media Workshop

PROFESSIONAL EXPERIENCE

SUMMARY: Over the course of a career in advertising and graphic design, in various leadership roles, the focus has become to help businesses identify and communicate their purpose and help entrepreneurs and organizations use their power to do good, in a global marketplace made toxic by an overwhelming spirit of extraction.

- 2019 - present** **Founder, CCO, Uncertainty**
Brand consultancy helping leaders of startups and mature businesses find ways to pursue solutions responding to climate change, advancing social and environmental justice and thoughtful engagement of artificial intelligence, through strategy, writing, design and product development.
- 2019 - present** **Member, Advisory Board, Living Skills In the Schools, PBC, Florida**
Palm Beach County-based non-profit substance abuse prevention program for students in K-12.
- 2023** **Fractional Chief Marketing Officer, realay.com**
Real Estate referral platform, startup, fostering agent cooperation
- 2020 - present** **Co-Founder, Design Advisor, Pendulum (fka Macro-Eyes),**
Global supply-chain focused machine-learning startup, using advanced AI to optimize utilization of existing resources and reducing waste, with deep experience in health care and national security.
- 2014 - 2020** **Co-Founder, Chief Design Officer, Director, Macro-Eyes,**
healthcare focused machine-learning startup, using AI to optimize access to care, vaccine delivery, and point of care insights.
- 2011 - present** **Member of the Board of Directors, ThreeSixtyShip, Inc.**
- 2009 - 2019** **Partner, Creative Director, Theo & Sebastian,**
Design agency specializing in corporate communications and editorial design. Clients include American Express, Johnson & Johnson, New York Life, the International Monetary Fund, Adweek, The Hollywood Reporter, The Irish Independent and Singapore Today.
- 2007 - 2008** **Creative Director, Condé Nast Digital, Creative Services**
- 2004 - 2007** **Principal, Cradle Studios,** interdisciplinary design firm serving midsize companies and startups to develop and evolve their branding, products and communications
- 2003-2004** **Creative Director, Euro RSCG Worldwide (now Havas)**
integrated advertising for Intel, Havas, Volvo, Coppertone, New Balance, MCI, Lean Cuisine, Polaroid
- 2000-2002** **Creative Director, Euro RSCG Circle (now Havas Digital)**
work on IBM, Verizon, BMW, Volvo, Novartis, Adobe, GlaxoSmithKline, Schering-Plough
- 2000** **Associate Creative Director, Interactive Bureau**
(acquired by Havas)

1994 - 2000	Principal, Sebastian Kaupert Design , design firm, illustration, collateral, branding, interactive, packaging, content. Amex, Lintas
1989 - 1994	Senior Art Director, Kidvertisers , New York, Hasbro, Forstmann, Playskool, Nickelodeon, Nick Jr., KidDesigns, Fruit of the Loom
1988 -1989	Art Director, Kornhauser & Calene , New York
1986-1988	Art Director, The Crew , Advertising Agency, Stuttgart, Germany
1986-1988	Art Director, RTS Rieger Team , Advertising Agency, Stuttgart, Germany
1982-1983	Military Service , German Federal Defense Forces, PFC, Surveyor
1982	Intern, Porsche AG , Stuttgart, Germany, Marketing and Advertising Department
1979 - 1980	Intern, System Color , Pre-press shop, Plate production for 4c press-proofing

PUBLICATIONS for RESEARCH/CREATIVE PRACTICE

Graphis Letterhead 3, Graphis US, New York, 1996
Stationery for Gabriella Zanzani, Fashion Designer, New York

EXHIBITIONS

Strathmore Letterhead Contest 1995
AIGA Gallery New York, and other locations across the US
Honorable Mention
Stationery for Gabriella Zanzani, Fashion Designer, New York

LECTURES, PRESENTATIONS, SYMPOSIA, WORKSHOPS

2013 - 2015	Social Media, annual 7-day workshops Communication Design Program, Nuova Academia di Belle Arti, Milan
2013	Open Lecture: Social Media Nuova Academia di Belle Arti, Milan

AWARDS, HONORS, FELLOWSHIPS AND SCHOLARSHIPS

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ACADEMIC SERVICE

2024 - present	Faculty Union, UFCT Local 1460, Grievance Committee
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2023 - present	Academic Senate, Information Officer, EC, Steering Committee,
2023 - present	Classroom Success Committee
2022 - 2024	MSCHE Working Group
2021 - present	ACE Internationalization Lab
2021 - present	JED Working Group
2019 - 2024	Student Affairs Committee
2018 - present	Academic Integrity Standing Committee, UG ComD Representative
2018	Senate Steering Committee
2017 - 2018	Academic Senate, AdHoc Committee on Searches, Member
2016 - present	Academic Senate, UG ComD Representative
2016 - 2017	ComD Chair Candidate Presentations & Dinners
2014 - 2016	Curriculum Committee for new ComD 126-Credit UG Program
2013	Pratt Faculty Show, exhibited work
2012 - 2014	ComD Curriculum Committee
2012 - 2014	ComD Academic Planning Committee
2011 - 2016	Design Show Set-up
2010 - present	Coordinator of International Exchange & Study Abroad for ComD
2010	ComD Elective Course Development: Social Media
2010	Worked with Graduate ComD to develop Social Media Project in partnership with Procter & Gamble
2009 - 2010	Advisor to Yearbook Team for Prattonia 2010
2009 - 2010	School of Art & Design Curriculum Committee
2008 - present	Program presentations to visiting college applicants
2008	ComD Elective Course Development: Business, Design, Results
2008	International Exchange Orientation Event, MWP, Utica
2006 - 2009	Pratt Institute, International Exchange Committee
2005	Portfolio Reviews
1996 - 1998	AIGA, New York Chapter , Board Member

COMMUNITY SERVICE

2006	Raised \$2,500 for NYRR Youth Running Programs through Team for Kids NYC Marathon Team
2007	Raised \$2,500 for NYRR Youth Running Programs through Team for Kids NYC Marathon Team

PROFESSIONAL AFFILIATIONS

AIGA - American Institute of Graphic Arts

SKILLS

Copywriting
Programming
Running Coach

LANGUAGES

German, native speaker
English, fluent
French, conversational

CONTINUING EDUCATION

2003 **Harvard Business School**, Boston, MA
Executive Leadership Program
Business Insights for Design Leaders