

COLLABORATIVE DESIGN AND DESIGN BUSINESS MANAGEMENT
9 month studies at Aalto University, Helsinki

HIGH-SCHOOL
certificate on A-level

FIRST CAMERA ASSISTANT
work at NDR, ARD German Television

PRODUCT-SERVICE SYSTEM DESIGN
10 month studies at Politecnico di Milano, Milan

AUDIO-VISUAL MEDIA DESIGN
company based training

EUROPEAN DESIGN BA
studies at Köln International School of Design, Cologne

EUROPEAN DESIGN MA

2007

2009

2012

2016

2018

2019

2020

2021



CAREER PATH

PERSONAL ACTIVITIES

FILM projects

CO-ORGANIZER
SingerSongwriterSlam

VOLUNTEERING
for youth events

8-week MOOC about design
„Creation of Artifacts in Society“

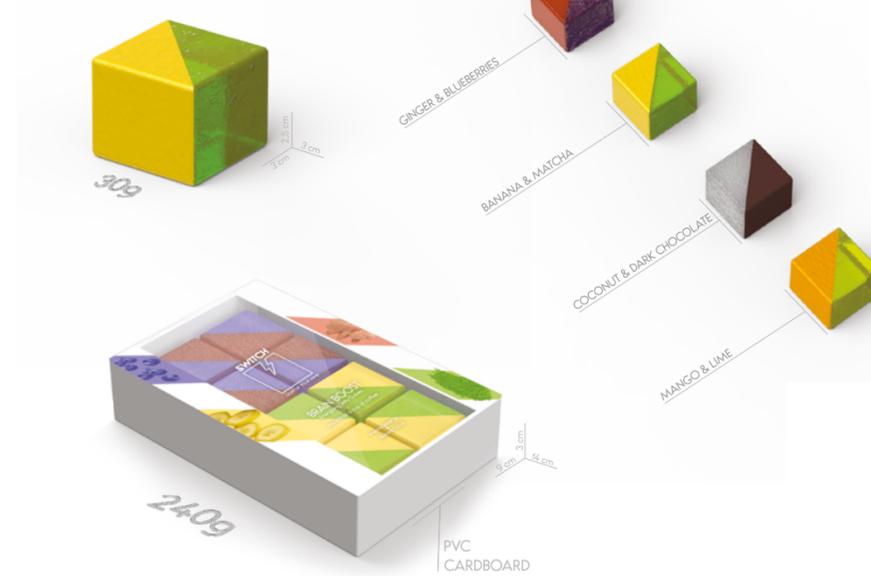
FREELANCE
Camera Assistant

TUTOR
KISD Equipment Lab

BA finished

MA finished

Design Portfolio · FELIX PAUL ZELCK



Competing to coffee with a new mini meal concept for Pepsico

Pepsico - the snack and beverage giant from U.S.A. - was looking for innovative concepts in the upcoming food category of mini meals.

LEARNINGS

I realised that my work becomes stronger when working for a client. It was easier to weigh decisions in team because the company and its marked position added a lot of context to the project.

From conversation with the companies team I learned that a strong concept is only a small piece of a successful design execution in a big company. To have an impact as a designer one is asked to have wide ranging abilities to influence business strategy and shape processes for execution.



Honorary mention by Pepsico as a promising concept

„Switch“ is a mini meal for mental work enthusiasts that serves as an energy source and enhances focus through all-natural ingredients. In contrast to coffee it doesn't just activate energy from the body but also feeds the body with the nutrition for mental activity. Two variants are made to either provide a fast-acting energy boost or a lower level slow-substituting focus enhancement. With a slightly artificial branding proposition it is made to bridge the gap from a very natural plant based marked niche to mass marked convenience.

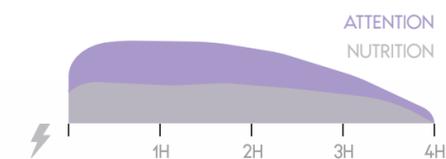
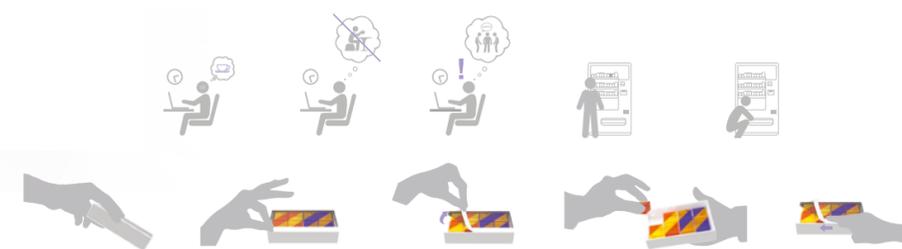
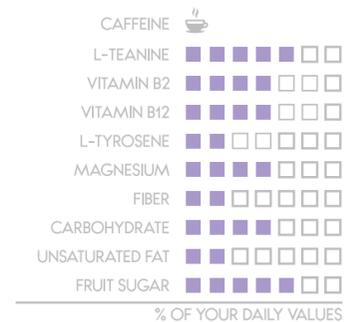
APPROACH

We started the process by finding an aspirational and emerging community of people and revealing a job to be done for them. In the first two days we went for a fast paced iterative process. We did research and generated viable scenarios through the combination of sketches and handwritten notes across the group. After the overall concept was set we started to work in parallel and used the second two days to develop a holistic product proposition focussing on the culinary, the consumption and the buying experience and summarized it on a synthesis poster. The last day was used to pitch our project in competition to 10 other teams.

| | |
|----------------|---------------|
| Product Design | Mauro Porcini |
| 2019 | 1 Week |
| Polimi | Team of 5 |

RELAX & FOCUS

Relax & Focus is designed to serve your body with powerful nutrition that energises your brain for the next hours to come.





Interaction Design Prof. Andreas Muxel

2017 2 Months

KISD Team of 3

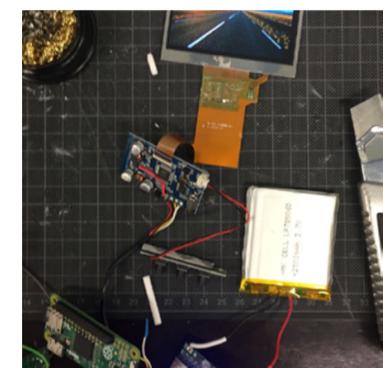
Speculating on interactions between the digital and physical

The initial project requirement was to create an adapter that connects an unused analog object with the digital world.

The „Bookblaster“ is an installation that asks for the terms of interaction that we desire between the digital and the analog world. The internet of things tends to digitalise more and more analog objects. Our question was if digital interactions can also become more tangible.

The game is essentially an adaptation of one of the first popular computer games called Breakout. On top of the screen were bricks which needed to be cleared by the ball. The player is controlling the paddle to catch the ball and bounce it back.

We literally expanded the borders of the game into a physical space and replaced the virtual bricks by real books. So we created a new connection between the Gameboy and the bookshelf and a new connection between the gamer and its environment.



LEARNINGS

The process was particularly interesting from a technical perspective. Without having a lot of experience I developed skills to program in Processing and for Arduino and I learned how to let both platforms communicate.

It took us a lot of effort to make the gameboy wireless and independent which made us very happy. Unfortunately we realised that our prototype in the box worked better to communicate the connection between the shelf and the gameboy and made it easier for users to understand the concept. This experience learned me to question the level of detail that is necessary to convey a concept. I look for solutions that have a good balance between effort and impact.

APPROACH

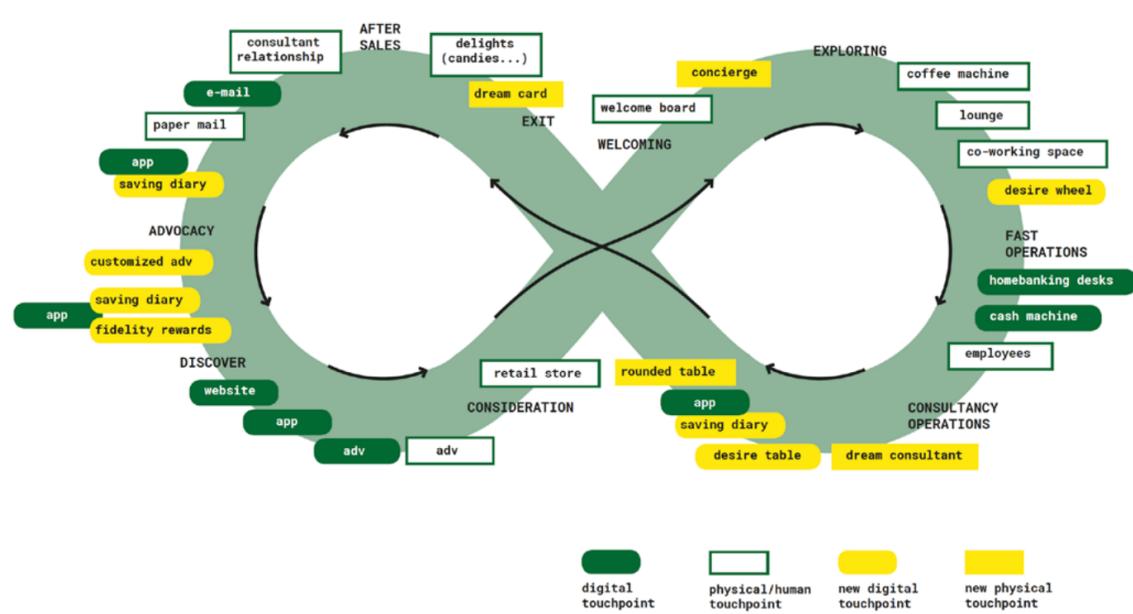
To kickstart the project the whole project collective of 15 people did a visual ethnographic research. We documented each interaction oneself was doing throughout the day and took pictures of unused analog objects. In the following everybody started to build scenarios and sketch ideas through brain storming and research. Starting from the best ideas we formed teams and went into a prototyping process.

To realise the „Bookblaster“ we rebuild the whole Gameboy based on a Raspberry Pi and programmed the game in Processing. The connection to the shelf is realised with an Arduino controller and servo motors to throw out the books.

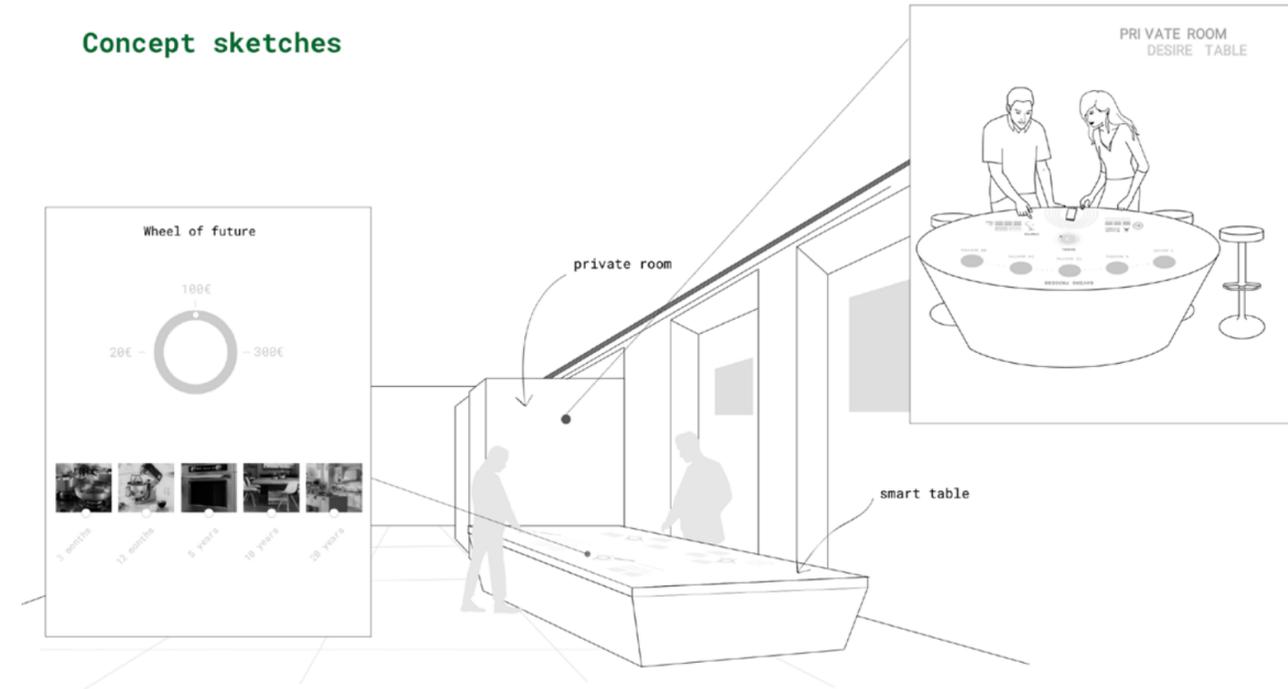
```

Arduino_UDP_v23_TP_6PD | Arduino
36 Servo servo8; // create servo8 object to control a servo
37 Servo servo9; // create servo9 object to control a servo
38
39 // (twelve servo objects can be created on most boards)
40
41
42 // *****
43 void setup() {
44   pinMode(S, OUTPUT);
45   // *** COMMUNICATION CODE
46   Serial.begin(115200);
47
48   // Initialise wifi connection
49   wifiConnected = connectWiFi();
50
51   // only proceed if wifi connection successful
52   if (wifiConnected) {
53     udpConnected = connectUDP();

```



Concept sketches



Creating innovation in retail for Banca Intesa Sanpaolo

Our aim was to propose a design driven innovation strategy in bank retailing using the universities „Innovation of Meaning“ framework.

LEARNINGS

First I gained a lot of knowledge about different innovation principles and the overall perspective of business professions and their terminologies. Furthermore I got to know a very powerful tool to develop and design driven innovation. This makes it possible to turn back from utilitarian problem solving in first place to start on a higher level to shape the emotional relation between customers and services.

The current value proposition of Banca Intesa Sanpaolo can be seen as being a partner for its customers. This positioning can be found in many other businesses. Our proposal suggests a model that is closer related to the core business of banking. The aim is to translate latent desires of customers into rich dreams that can be lived through the help of banking products. The practical solution visualises the customers financial future and lets them influence their future with the help of products offered by the Intesa Sanpaolo.

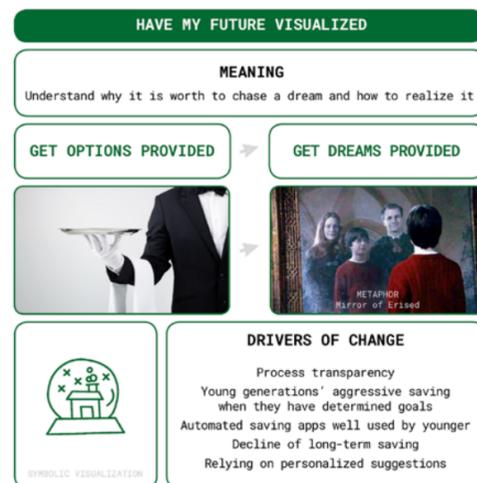
APPROACH

We investigated the current value propositions through field research and analysed why customers like to use the stores. From this findings we deduced the existing meaning and translated it into a metaphor. In the following we analysed current socio-cultural values and trends surrounding the bank retail segment. We used several techniques to stretch and reverse the existing meaning and rechecked its viability with socio-cultural trends. In the last step we developed a solution that incorporates and conveys the new meaning as an example for the new strategic proposition.

Business Innovation Prof. Emilio Bellini

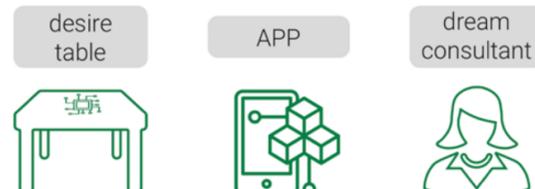
2018 3 Months

Polimi Team of 6

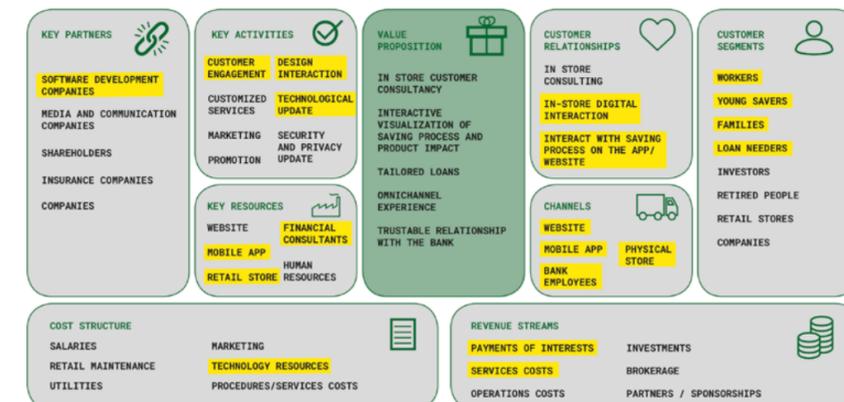


Visualize your future

Touchpoints



Business Model Canvas





Stimulating the feedback culture between students at KISD

Our aim was to enhance the act of giving and receiving feedback between design students to maximise the benefit of learning from peers.

To make our work reproducible after the termination of our engagement we developed three tools that can be used on their own and are now available to students together with a documentation. Each of them is made for a specific recurring occasion within the university. The tools lower the threshold to give feedback and the risk of hurt and they help to formulate feedback that is elaborate and beneficial to the receiver. Being aware that culture is a matter of common practices and shared values, we engaged people during the whole process through interactive events and we shared our progress on KISD's internal communication platform. Within three events we prototyped methodologies and trained ourselves to give workshops that facilitate the practice of giving and receiving beneficial feedback on design work.

| | |
|------------------------|------------------------|
| Self-Initiated Project | |
| Interaction Design | Prof. Philipp Heidkamp |
| 2017 | 6 Weeks |
| KISD | Team of 3 |

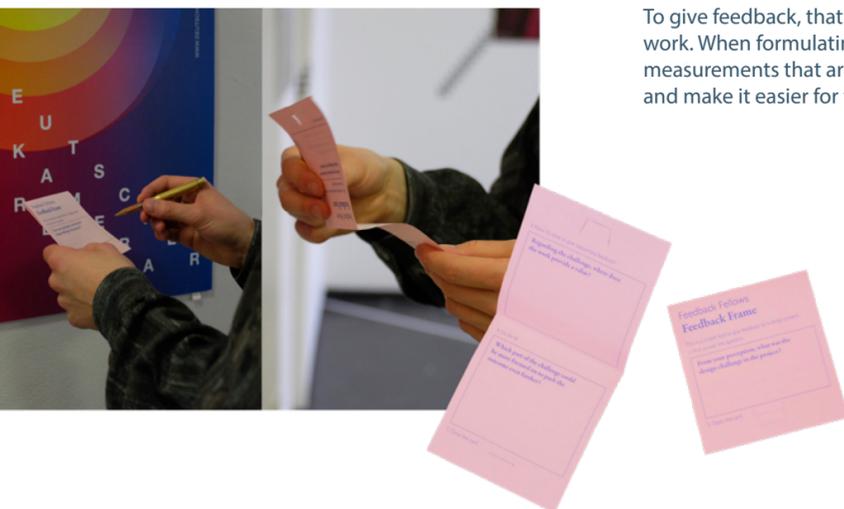
LEARNINGS

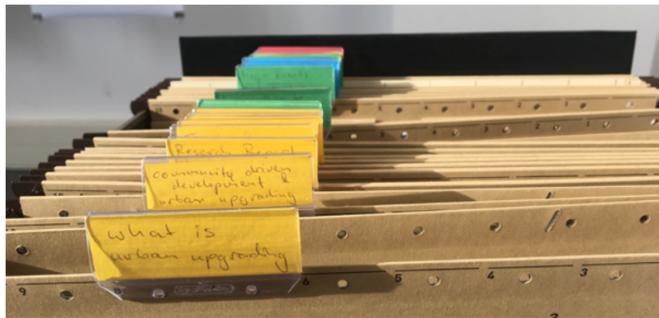
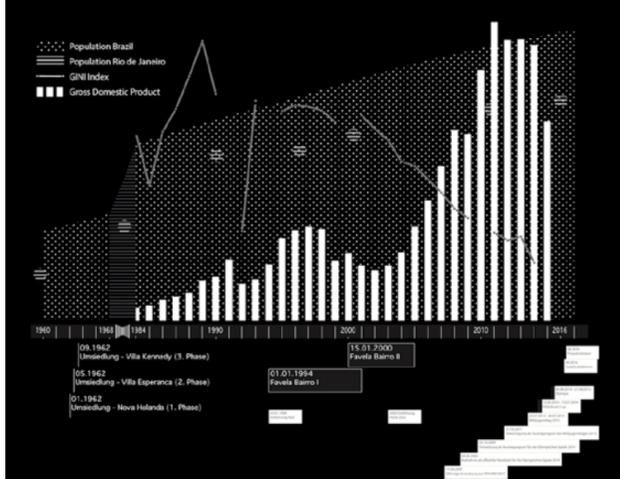
To get beneficial feedback it is very important to invite people to share their perspectives and give them information about the progress of the project as well as the intended outcome. In a second step it is helpful to ask for feedback on specific parts of the work.

To give feedback, that is beneficial, it is necessary to reflect on the context and purpose of the work. When formulating feedback it is important to articulate the knowledge level and the measurements that are used as a benchmark. I-messages can be used to lower the risk to hurt and make it easier for the receiving part to embrace.

APPROACH

One day two fellow students and me were complaining about a lack of true „feedback culture“ at our university, especially between students. Driven by the question: „How giving and receiving feedback can be spurred?“, we started a self-initiated project and went into a rapid prototyping process. After a field research to understand the perspective and pain points of other students, we incorporated methods and practices of psychotherapy and trialed several ways to stimulate and direct the processes of giving and receiving feedback on design work. An important part of the process was learning from peers and taking the community with us. Therefore we made our project public through T-shirts and spoke a lot with students as well as professors and stimulated debates.





Analysing informal settlements in Rio de Janeiro to understand dynamics of urban transformation

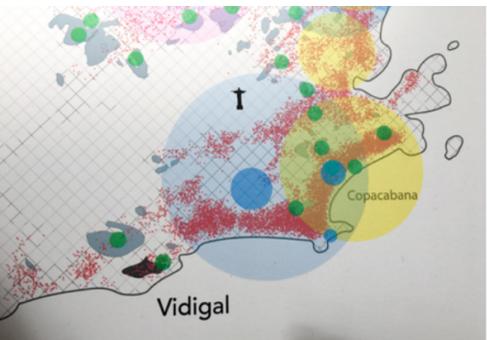
The aim was to investigate the physical arrangements of informal urban agglomeration and its players, practices, and infrastructures.

Rio de Janeiro has experienced a large amount of immigration since the beginning of industrialisation. Caused by an extreme increase of population, people settled on vacant land of the city. Since then the government has tried different approaches to deal with these areas called favelas. The project documents several contextual governmental decisions and informal developments within the city from the 1960s until 2016 and aims to give information about probable effects over time. Topographic and time-based visualisations together with a collection of research documents make it possible for spectators to form an individual perspective on the topic. Together with all teams of the project we created a collective exhibition on the topic of „Arrival Cities. Designing the Urban Commons“ that we made available to the public.

Design Research Prof. Dr. Carolin Höfler

2017 4 Months

KISD Team of 2



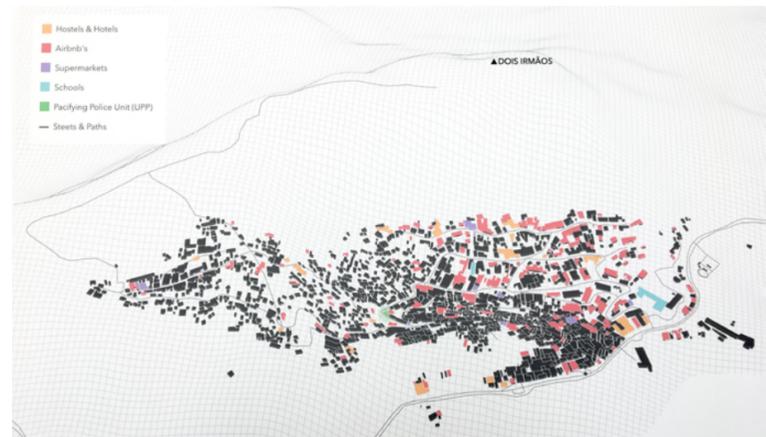
LEARNINGS

As my first project as design student this was a transforming experience. My former work in journalism taught me that facts need to be approved before they are allowed to be published. The project-work forced me to give up on this and opened the door to build hypothesis, to allow assumptions and to live with uncertainty.

I also cultivated my personal approach not to stop where my current abilities are. Without preceded experience I started to learn 3D modelling, programming for generative design and working with Adobe Illustrator.

APPROACH

We all started seeking for a very own starting point through 360 degree research. During the intensive process we permanently analysed literature, online sources and datasets and used different ways of data visualisation. We used illustrations, generative design, and parametrical modelling to make physical arrangements, participants, practices and infrastructures. Part of the process was to share our progress within the project collective to critique each other and to enrich our research through cross-fertilization.



Further Selected Work



Organising the exhibition and award ceremony for Kölner Design Preis 2016

Working Group

2016

1 Month

KISD

Team of 13



Stimulating commemoration in the Highlands of Scotland through memory exchange

Winter School

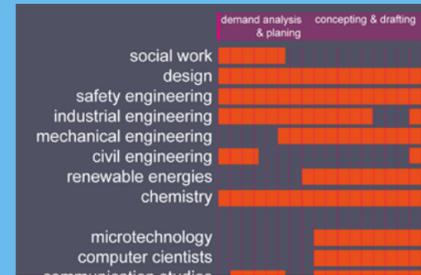
Prof. Philipp Heidkamp

2017

2 Weeks

Glasgow School of Art

Team of 6



Imagining the future of work with a multidisciplinary student team

Workshop

Elisabeth Kaliva

2017

1 Week

Technische Hochschule Köln

Team of 11



Creating an interactive scenery with generative design in Processing

Interaction Design

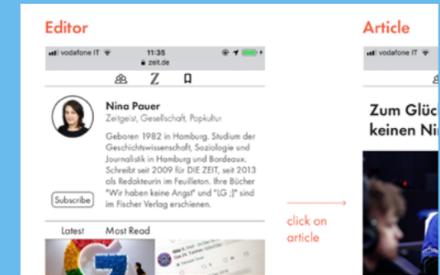
Michael Schmitz

2017

6 Weeks

KISD

Team of 3



Drafting a new edition of Zeit Online newspaper for an audience age of 18-24

User Experience Design

Raffaele Boiano

2018

1 Day

Polimi

Individual