

Kassandra Huynh is a biodesigner and creative consultant based in the Berlin area with broad experience in nature-inspired sustainable innovation. Her practice is a focused exploration on how the built environment, particularly spatial design, can expand our connection to nature, heritage, and technology. With Vietnamese and Hmong roots (indigenous group in SE Asia), it's important to Kassandra to design for underrepresented social communities like her own.

She's also passionate about design for a proactive and regenerative future. Kassandra designs beautiful objects, visual concepts, virtual experiences, immersive spaces and aesthetic interventions, with capacity for strategic consultancy and creative oversight.

She has been running her creative consulting practice since 2013 for clients in the fields of design, innovation, sustainability and social impact. In 2020, she co-founded the speculative art studio Neonature. Kassandra holds a BFA in Furniture Design, a MS in Biomimicry and professional certifications in human-centered design and sustainable innovation. She is engaged as a mentor and educator at the non-profit, start-up and university levels.

DESIGN PRACTICE

- 2013-present Studio Kassandra Huynh, visual concepts, graphics, products and spatial designs**
Work includes visual concepts and narratives, creative consultancy, 2D & 3D illustration, graphic design, decorative and experimental objects – spatial, experiential interventions, speculative designs, biodesign, art and trend research.
- 2016-present Life-Centered Design Consultant, sustainable and social innovation impact strategies**
Independent contractor: user-experience design, human-centered design thinking, nature-inspired sustainable design (biophilia, circular economy, biomimicry, traditional ecological design, systems thinking). Strategic coaching, outdoor and remote workshops, design sprints, visioning, field research, journey and systems mapping.
- 2019-2020 Freelance Surface Pattern & Textile Designer, Pattern Observer Studio, Colorado, USA**
- 2016-2018 Biomimicry Expert & Community Weaver, Biomimicry Germany NGO & Academy, Berlin, Germany**
Provided mentoring and consulting to local non-profit organizations and academic institutions to incorporate biodesign principles into their products, processes and systems. Designed and created community events and outreach materials. Also coordinated and facilitated bio-inspired/biomimicry education and training during local events to reconnect people to surrounding nature ecologies and their innovative strategies.
- 2016-2018 Innovation Consultant, phi360, Berlin, Germany & Azul 7 - Minnesota, USA**
Facilitated in-person and remote trainings, Biomimicry and Design Thinking design sprints for German businesses. Conducted in-person trainings, sprints, 3-day bootcamps in Biomimicry and Design Thinking for MN organizations.
- 2014-2015 Director of First Impressions, MDA Leadership Consulting - Minnesota, USA**
Administrative Assistant to Human Resources Director and Senior Leadership Consultants. Supported in graphic design development of print/digital presentation content, visualization of client materials, project briefs, reception duties/program planning.

Clients include: organizations and companies in the built environment, innovation, social equity and sustainability sectors, along with: Honeywell, Herman Miller, 3M, Valeo, Room & Board, DesignFarmBerlin, ASU InnovationSpace, Biomimicry Singapore, Ask Nature (Biomimicry Institute), Bahnhofsmmission Berlin

EDUCATION

- 2019 Surface Pattern & Textile Design, Continuing Education, Textile Design Lab, Colorado, USA**
- 2016-2018 Biomimicry Professional Certification, Biomimicry 3.8, Montana, USA**
A cross-generational, multidisciplinary cohort of 18. Leadership training involved navigating Biomimicry Thinking in product, process and systems challenge space with local partners in the cultural, sustainable and commercial sectors. Field immersions in North and Central America engaged endemic biomes, flora, fauna.
- 2015-2018 Master of Science in Biomimicry, Arizona State University, Arizona, USA**
A cross-disciplinary online program (design, engineering, business, science) with a holistic approach to nature-inspired sustainable innovation (emulate, ethos, reconnect). Projects consisted of individual and industry based collaboration to research and translate biomimetic strategies from scientific literature into the R&D application space.

CV

- 2017** **Advanced Design Thinking Certification, Hasso Plattner Institute - School of Design Thinking, Germany**
An international, interdisciplinary client-based program to hone in skills for envisioning and refining human-centered design research: gathering user insights, unmet needs, desires, performance benefits, brand values, business opportunities, macro trends and technology opportunities into strategic user experience stories and solutions.
- 2016** **Cradle to Cradle Product Design Certification, C2C Products Institute, California, USA**
- 2014** **Circular Design Course, Technical University - Delft, Netherlands**
- 2010-2013** **BFA Furniture and Product Design, Minneapolis College of Art & Design, Minnesota, USA**
Introduction to Sustainable Design Course, MCAD - MA in Sustainable Design, Minnesota, USA
Study Abroad, The Royal Danish Academy of Fine Arts, Architecture & Conservation, Denmark
Study Abroad, Bauhaus University-Weimar, Product & Graphic Design, Weimar, Germany

SELECT TEACHING, MENTORING AND SPEAKING ENGAGEMENTS

- 2019-present** **Instructor, seeKicks Entrepreneurship Program, Weißensee-Berlin School of Art & Design, Berlin, Germany**
Seasonal mentor and educator in ecological, sustainable design and creative entrepreneurship. Work includes the design and facilitation of project-based guidance for multidisciplinary European teams (undergrad, graduate, start-up entrepreneurs). Remote support given via inspiration inputs, sprints and outdoor workshops for business ecosystem planning and visioning.
- Design Coach, DesignFarmBerlin - Design & Tech Accelerator, Weißensee-Berlin School of Art & Design**
Mentor and coach in Life-Centered Design, Circular Economy and creative bio-career guidance. Remote work includes the design and facilitation of nature-inspired product, process and systems design workshops. Start-ups receive support with problem scoping, stakeholder and contextual mapping, forecasting material, sustainability, social impacts and potential revenue opportunities.
- Mentor, Biomimicry European Design Challenge, Biomimicry Academy, European Union**
- Youth Counsellor, Ecodesign-Nature Immersion Camps, Language Farm, Thüringer Wald, Germany**
- 2015-2018** **Graduate Teaching and Service Assistant, MS-Biomimicry, Arizona State University, USA**
Provided online support, correspondence, feedback, and grading of assignments in 4 classes (BMY Essentials, Life's Principles, BMY Thinking, BMY Communicating). Worked with department head and professor Dayna Baumeister in the College of Global Futures.
- Speaker and Coach on Design Thinking, Brandenburg School of Regenerative Therapies, Berlin, Germany**
- Lecturer and Coach on Biomimicry Thinking, Hasso Plattner Design Thinking School, Potsdam, Germany**
- Mentor and Coach on Design Thinking, Communication University of China, Beijing, China**
- Speaker on Design and Biomimicry Thinking, Fraunhofer-IZM and Einstein Center, Berlin, Germany**
- Speaker and Facilitator for Biomimicry Germany Symposium, Berlin Science Week, Germany**
- Mentor on Design and Biomimicry Thinking, Vallejo Youth Catalyst Program, California, USA**

SELECT EXHIBITIONS, GRANTS, AWARDS, PRESS

- 2021-present** **Craft Career Fellowship Recipient, Center for Craft, North Carolina Arts Council, USA (2022)**
Future Playground - Island Resiliency, Broto-Art-Climate-Science Fellowship Recipient (June 2021-July 2022)
Mangrove City(360° VR), Climanosco, Switzerland (Oceans on the Rise Group Exhibition: Dec-Jan 2022)
Future Facts, Artist grant – Ministry of Culture, Science & Research, Brandenburg, Germany

CV

- Future Skills Textbook: Life-Centered Design Chapter**, WeQ Institute, German Edition (Release: August 2021)
- Coastal Ecotone**, Trim Tab Space Camp Design Science Showcase, Buckminster Fuller Institute (June)
- 2020** **Riverine Eco Retreat**, UNI Architecture Concepts, E-Yearbook 4 (Publication date: 2021)
- Editor's Choice: Footprints Eco-Resort**, Uni Architecture Biophilic Design Competition
- Interview: Climate Change, Covid and the Built Environment**, Overlap Sustainability Expert Blog
- Future Playground - Future Shire**, Artist grant – Ministry of Culture, Science & Research, Brandenburg
- Future of Food: Geovore**, Kara Agora's Speculative Playrooms VR Residency, MozillaHubs, Prague/Kiev
- 2019** **Biophilic Print Pattern Collection**, Premiere Vision Design Showcase, NYC, USA
- 2016** **Bøje - Chair**, World Furniture Fair, Design Initiative, Atlanta, Georgia, USA
- 2015** **Mushroom Stools, Prints, Bamboo Site Specific Installation**, Functional Forest Exhibition, Domaine de Boisbuchet, Lessac, France
- Bøje - Swing, Site Specific Installation**, Prima Materia Exhibition, Domaine de Boisbuchet, France
- 2014** **Wingate Fellowship Recipient**, Center for Craft, North Carolina Arts Council, North Carolina, USA
- 2013** **Neozen Planter**, MCAD Senior Showcase, Minneapolis College of Art & Design, Minnesota, USA
- Cake - Multimedia Projection**, Design, Music, Technology, Summaery Exhibition, C-Kellar, Germany
- Origami Lighting**, Mehr Licht, Summaery Exhibition, Weimar, Germany
- Bøje - Chair, Woodcraft Excellence Award**, Furniture Exhibition, Royal Danish Academy, Copenhagen
- PLI Indigenous Fashion and Surface Patterns**, Ouroboros Group Exhibition, Minneapolis, USA

SKILLS

Languages

English (native)
Hmong (native)
French (proficient C1)
German (conversational B1-B2)
Spanish (basic A1-A2)

Design Tools

Affinity: Photo, Designer, Publisher

Adobe Creative Cloud: Illustrator, Photoshop, Indesign, Premiere Pro, Adobe Aero, Capture, Lightroom

3D Software: Google Sketch Up, Cinema 4D, AutoCAD, Blender

Project Management: Slack, Discord, Asana, Click-Up, Trello

Collaboration: Miro, Mural, Google Workspaces, Microsoft Office

Design Competencies

Bespoke: Visual concepts, product design, proof of concept and prototype development, spatial design, 2D & 3D Illustration, graphic design, surface pattern design, 3D fabrication

Creative and Art Direction: Color consulting, brand narrative, aesthetics, content optimization, copy editing, user experience

Design Research: Empathy gathering, user insights, trends, user testing/surveys, forecasting, mood boards, personas, systems mapping, user testing and user interaction/experience design

Facilitation: Ideation, visioning, immersions, outdoor and remote-mixed realities workshop, sprint design and coaching

Soft Skills: Empathy, multidisciplinary teamwork, adaptability, experimentation, critical thinking, cultural bridging/translating

CONTACT INFORMATION

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References available upon request