

Franz Schnaas

Fashion
57-a rodgers street
san francisco, ca 94103
USA
United States

View the full portfolio at <http://www.thecreativefinder.com/rhizomix>

Professional Experience and Curriculum Vitae EXPERIENCE

- > Brand Strategy and Design Director
- > fuseproject
 - . San Francisco, CA
 - . September 2003 to present

As brand director at fuseproject, an industrial design and branding agency, I am responsible for driving every aspect of brand development for our clients. This includes subtracting the conceptual essence of an assignment, distilling and disseminating its actionable tasks for the creative team, managing the team's work, orchestrating close collaboration with the industrial design process, interfacing with the client, and coordinating and costing potential production with vendors and with in-house production teams to produce final presentations. Deliverables to clients range from empiric strategic dives into the designated market landscape, to positioning solutions appropriate for the product being designed, packaged and branded. Presentations comprise conceptually founded solutions addressing clients' needs, prototypes, manufacturing resources innovative formats and design solutions.

Clients include: VOSS water, METHOD Home Care, MODUS Mints, TYLENOL, ALIPH Head Set, FRIEND Store, SLING Media.

- > Principal
- > SPLACE Inter-notional
 - . January 2002
 - . www.splace.net

SPLACE Inter-notional Things is a budding creative lab setup to enable the development of great ideas formerly tucked in the back burner of various fellow designers' minds. From design to production to market positioning, designed objects are brought to markets' shelves in the realms of fashion, furniture, and lifestyle accessories. This is an ongoing passion and pet project.

- > Creative Director
- > RedSky Interactive (now Agency.com)
 - . January 2000 to April 2002
 - . Los Angeles, CA

As Creative Director of RedSky Interactive, I directed a team of 35, including designers, producers, programmers, animators and information architects to create complex branded websites. I specialized in designing and developing innovative custom promotional and demonstrational online devices, which conveyed the intangible benefits of products through feature-rich, as well as highly didactic and inventive interactive experiences.

Clients include: NIKON USA, Healthetech Inc., TEXACO-CHEVRON.

- > Principal
- > rhizome studio
 - . January 1998 to January 2000
 - . Los Angeles, CA

For rhizome studio, I organized and directed teams of colleagues assembled to produce

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