

Stefanie Kubanek

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Nationality German, American

Mission

During my recent years as a consultant to global businesses in the US and in Europe, I have been able to gain a deep insight into both the economic and cultural movements that drive businesses around the globe. The globalization of our economy needs a deep understanding of the economic potentials of the global society. However, I believe that to understand the true potentials of brands, and design and innovation, one must also have empathy on a cultural and societal level. Exploring this notion and understanding what moves people and companies alike, where the potential lies to connect with each other, has been a passion of mine and one of the reasons why I chose to spend my life traveling, exploring and living on more than one continent.

Education

2008-2009 **Harvard Business School, Cambridge**
Executive Education Program for Leadership Development (PLD)

2002 **Columbia University, New York**
Marketing & Marketing Management Intensive

1994-1996 **Royal College of Art, London**
MA RCA Industrial Design

1991-1994 **Hochschule für bildende Künste, Hamburg**
Bachelor Industrial Design

1986-1989 **Apprenticeship in Jewellery & Silversmithing**
Fachschule für Glas und Schmuck, Kaufbeuren
Journeyman's certificate

Professional Practice

2019 - **MUCNYC / NYCMUC, New York and Munich**
The design studio was founded in 2019 in collaboration with the designer Michael Geldmacher. Our collaboration builds on our knowledge, insight and experience in different fields and brings our creative power, international perspective and intercultural education to every design project. MUCNYC strives to create honest, responsible and compelling design solutions for products, systems and experiences

2010 - **Kubanek Design +, New York and Munich**
Kubanek Design is a product design office. We develop meaningful collaborations

with clients who are devoted to the integration of design and business. Working with clients, we marry the needs of business and consumers with thoughtful design thinking. We assemble creative teams of highly skilled experts tailored to the need of each project. Our international network enables projects across borders.

- 2000-2010 **Associate Partner, Pentagram Design Inc., London**
Worked with partner Daniel Weil on design and brand strategy, market trends and competitive analysis, user research and design development with clients United Airlines, Quam (Group 3G Telecommunication), Benetton and many others. Collaborated with cross functional teams on the client side on a wide range of projects that included all aspects of the design process: R&D, design strategy, material sourcing, overseeing prototyping and manufacturing, project management and client meetings.
- 2004-2005 **Design Consultant, Pier Studio (BMW Group), New York**
Carried out a global market trend & competitive analysis comparing different design disciplines in the Advanced Design Studio of BMW. Created creative tools to lead and inspire in-house designers in the Munich BMW headquarters.
- 2000-2000 **Senior Designer, FM Design, London**
Led a small team of designers to develop a new office furniture system for Kolleksiyon, from ideation to implementation. Trend study and design concepts for Samsonite.
- 1997-2000 **Senior Designer, Olive 1:1, New York**
Worked directly with principal Ayse Birsal to develop RESOLVE, an award winning integrated furniture system for Hermann Miller, from ideation to production. Worked closely with the client, helped with planning, research, engineering, CMF and marketing. Project stages included: extensive user research and competitive analysis; preparing design intent drawings, presentations materials and overseeing Alpha and Beta testing, prototypes, first batch manufacturing and product introduction during NEOCON, Chicago in 1999. Further clients, see selected projects.
- 1995-1997 **Freelance designer, Sebastian Bergne, Jane Dillon Studio, Rapid Eye Movies, MTV**
- 1992-1994 **Freelance designer, Ulrike Brandt Light Planning, Hamburg**
- 1989-1991 **Jewelry Design Studio, Munich**

Academia

Teaching provides me with the opportunity to influence and shape future design education and to address the designers' role in today's changing world. As a design educator, I teach the core qualities of the design process: collaboration and communication, a capacity for empathy, the importance of research and the integration of different disciplines, cultures and genders. I have been honored to initiate many student design teams that bring together learning and commerce in collaboration with industry partners and NGOs including No Kid Hungry, Women for Women International, The Sierra Club, The Swedish House of Form, Target, Riedel Glassworks, Sotheby's, the NYC Mayor's Office for Economic Opportunities and others. In addition to teaching, projects include curriculum development, securing funding, budgeting, sponsorships and licensing agreements.

- 2022 - **Senior Lecturer of Management & Organizations, Part Time Faculty
SC Johnson Graduate School of Management and the SC Johnson College of Business**
Design Thinking, Design and Innovation
- 2020 - 2022 **Visiting Senior Lecturer, Jacobs Technion-Cornell Institute, New York
Visiting Senior Lecturer, SC Johnson Graduate School of Management**
Design Thinking, Design and Innovation
- 2004 - 2019 **Adjunct Assistance Professor, Part Time Lecturer, Part Time Faculty
Parsons School of Design, The New School, New York**
Product Design; Design & Management; Integrated Design Curriculum; Design Lab, Foundation;
Intensive Summer Program Strategic Design Management and Product Design
- 2017- 2018 **The Global Executive Master of Science in Strategic Design & Management, Integrative
Studio, Parsons School of Design, Paris**
The GEM program responds to the major restructuring of developed and emerging economies worldwide incorporating design thinking, service design, and sustainability frameworks. Designed with the flexibility needed for executives with fulltime jobs, this program offers a mix of intensive sessions in Paris, New York, and Shanghai and interactive online sessions. Seminar courses are Strategic Design and Management in New Economies, Designing and Implementing Sustainable Business Models, Managing Creative Projects and Teams, Design Innovation and Leadership, Regulatory and Ethical Contexts, and New Design Firms. The Integrative Studio builds on the culmination of all learning in other courses. Collaborating with a real client, students are exposed to the variety of ways that design functions in business contexts.
- 2017 **Business by Design: Using a Designer's Mindset to Innovate & Lead,
Cornell SC Johnson College of Business**
A weekend intensive for MBA students to explore the intersection between business and design by answering the following questions: What makes designers so effective at creative problem solving, opportunity finding and innovation? How can businesspeople, social entrepreneurs, and leaders apply design strategies to their work to make it more integrated and collaborative? What can we learn from traditional design skills such as visualization and storytelling? How can we shift from a 20th century, market-based perspective to a more sustainable, human-centered approach appropriate to this century's challenges?
- 2014 **Leeds Munich Global Experience program, Leeds School of Business School, UCB**
A one-week intensive design challenge, where students worked with a Colorado based start-up company planning to expand their business into Germany. Carrying out intensive field work and learning about Design Thinking in action from a number of different renowned design organizations in Munich. Students were exposed to the variety of ways that design functions in business contexts and cultural settings.
- 2007 - **Teaching & Workshops** at Pratt Institute, Brooklyn, New York; Konstfack University, Stockholm; Musashino University, Tokyo; University of Art, Craft and Design in Prague; Lund University, School of Industrial Design, Sweden; Staatliche Akademie der Bildenden Künste, Stuttgart, Central Academy of Art (CAFA) in Beijing, China, Central Saint Martin's, London, University of Technology (UTS), Sydney, Rhode Island School of Design (RISD).
- 2005-2006 **Adjunct Associate Professor, Industrial Design, Pratt Institute, New York**

- 2005 **Instructor, Columbia Business School and Parsons The New School of Design, New York**
Joint course instructor, “The design and marketing of luxury products.”
- 2002-2004 **Contract Professor, Industrial Design, Free University of Art and Design, Bolzano, Italy**

Design Juries

Stefanie has served as a juror for the Industrial Design Society of America awards from 2009-2010, the Australian International Design Awards in 2010 and 2018 and IF 2016 student awards and others design competitions. Since 2020 she is an ambassador for Good Design Australia.

Publications

2010 Fast Company Online: The Venice Architecture Biennale
2012 Vitamin Green, Phaidon: Contributor
2019 Crystal Clear, Rhode Island School of Design

Talks

2010 Objeto Brasil & FIEPR: Speaker Curitiba and Brasilia
2011 Rhode Island School of Design: IDSA Women in Design
2015 Munich Creative Business Week: Speaker
2017 Cornell University, Ithaca, USA: Business by Design
2019 Rhode Island School of Design: RISD’ID lecture-series

Selected Projects

MUCNYC /MUCNYC

Current contract furniture development for various US based manufacturers

Kubanek Design +

Maharam Textiles, POS development
Central Saint Martin, London & Wanted Design NY exhibition design, project management
Sansa Corporation, product development & strategy
Red Tree Documentary by Marina Willer, Pentagram, Assistant Art Director
OSU, Wexner James Cancer Hospital, research and strategic development for patient experience
Riedel Glassworks, Brand development and Trade fair exhibition design
Spiegelau (The professional glass division of Riedel glass works), brand strategy, product development and art direction
Nachtmann (The live style division of Riedel glass works), brand strategy, product development and art direction

Pentagram Design, London/ New York

Benetton (Italy), Design and implementation of new labeling system
Coca Cola & Cargill (USA), Branding & packaging for new sweetener TRUVIA
Freudenberg (Germany), New corporate design & CMF

Quam, Group 3G (Finland/Spain), Concept design for Quam store and Shop-in-Shop
United Airlines (USA), Design & brand strategy, market trend & competitive analysis,
design development and management for various projects

Pier Studio BMW, New York

Global market trend & competitive analysis

FM Design, London

Kolleksiyon (Turkey), Office furniture concept Samsonite (Belgium),
Trend study for luggage

Olive 1:1, New York

Authentic GmbH (USA), Exhibition design for trade fair
Le Parker Meridien Hotel (New York), Design development of room accessories
Herman Miller Inc., All-inclusive design development RESOLVE office system