

# Luisa Heindl

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## LANGUAGES

**German:** Native

**English:** Near-native

**Italian:** Working proficiency

**French:** Basic knowledge

## EDUCATION

2023–ongoing

**Master's in Graphic Design**

Rhode Island School of Design (RISD), Providence, RI, USA

2018–2022

**Bachelor's in Design and Arts** (*Trilingual program*)

Focus: Product Design and Visual Communication

Faculty of Design and Arts, Free University of Bozen/Bolzano, Italy

→ Final grade: 110 cum laude

## EXPERIENCE

2024–ongoing

**Graduate Teaching Assistant** (*part-time*)

RISD, Data Narratives, taught by Reuben Fischer-Baum

RISD, Typography II, taught by Ernesto Aparicio

2023–ongoing

**Design Assistant** (*part-time*)

Fleet Library, Rhode Island School of Design

→ Responsible for poster design, social media posts, event documentation

2022–2023

(Dec–Jul)

**Design Coordinator | Focus Digital Design** (*full-time*)

Austrian Airlines, Brand Management

→ Focused on digital branding, digital and graphic design

→ Responsible for agency contact and steering, design approvals

→ Collaborated in the organization of photo shootings

2020–ongoing

**Freelance Graphic Designer**

e.g. Funivia del Colle, Gasthof Kohlern, Queens Museum, Ziegelbräu

→ Designed visual identities, logos, brand guidelines and signage systems

→ Translated historic content into bilingual graphic design approaches

→ Curated and oversaw the design and installation of an exhibition space

→ Designed print materials, including work on image post-production

2020

(Aug–Sep)

**Spokesperson 68th Trento Film Festival, Trento, Italy**

International Student Jury 2020

## EXHIBITION EXPERIENCE

2024

(Oct)

**“Expiration Date”, RISD Triennial**

Exhibition piece: Turquoise — type specimen poster set

2022

(Jul)

**“Talente 2022”, Sonderschau der Internationalen Handwerksmesse MUC**

Exhibition piece: Bettgeschichte(n) — a bed frame for people on the move

2020

**“Diplorama Without Interiors”, unibz**

Assisted in curating and organizing a virtual exhibition space

2020

(Feb+Jul)

**“Virtual GOG — Gäste Ospiti Guests”, unibz**

Assisted in organizing and moderating two online semester exhibitions

## MENTIONS

2022

(Aug)

**“Schuld”,** article about my bachelor thesis *“Type is Never Innocent”*

[Grafikmagazin, Vol. 4](#) | 2022, article by Sonja Pham

2020

**“Diplorama Without Interiors”**

[Domus](#), [Artribune](#), [Tageszeitung](#)

## SKILLS

Adobe Suite

Figma

R (basic)

HTML/CSS (basic)

Glyphs, Bookbinding

Rhino, KeyShot 3D