

# GEORGIA KRAPF IALD

www.GeorgiaKrapf.com | Krapfgr@gmail.com | 804/510.3128

## About me

I am a people person, an organized multi-tasker, a quick study by nature and I thrive in dynamic startup environments. I am a persuasive leader, a creative collaborator, team builder, and a teacher and student of my colleagues. I facilitated the start-up of Architecture Design Office, ado, where I was a designer, office and project manager, graphic designer, photographer, and custom fab shop worker.

I have experience directing complete brand identity and environmental design as a single entity from inception to completion. For example, while at ado, I directed brand strategies, marketing materials, social media management, interior graphics, and custom fabricated interiors in a single project for the project reStore RVA. As creative director, I strategically positioned Fountainhead Properties through social media management, marketing, and branding. My position grew into that of a project manager in charge of design and subcontractors, as well as facility operations such as permit acquisition and leasing.

After traveling to Burning Man arts festival in 2011, I relocated to San Francisco to be apart of this vibrant art and self-expression community. Here I have found a community in which creativity is sought and appreciated, where expression and meaning are not just applied but embedded into the fabric of the whole experiential environment.

To engage this milieu, I started SPARKcol, a creative collaboration among many disciplines with my partner Andrew Sparks. We are interior / graphic / lighting / landscape / architectural / furniture designers with sights on more. Our scales of interest range from civic planning to where your fork rests.

To add to our experience and engage in a particular interest of mine, I began practicing as a lighting designer at Illuminosa. I learned how to design with light, use multiple lighting calculation programs, perform Title24 calculations, and build relationships with all the local rep agencies and the lighting community as a whole.

I believe that lighting design & other disciplines must be integral and thought of as one. Here is where the magic happens. I wish to continue learning and creating relationships, fixtures, environments, learning the effects design can have on the human body, and have more of a human-centric approach to light and material.



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## PROFESSIONAL EXPERIENCE

<b>CREATIVE</b>	<b>Designer, Lichtvision Design, 09/18-03/19</b> Fritschestrasse 27/28, 10585 Berlin, Germany Elena Bayda, Supervisor, +49 30 21 28 91, Elena.Bayda@lichtvision.com
<b>Lighting Design</b>	Cruise ship + Museum Design, Construction Documents, Lighting Specification & Design, 3D Modeling, Lighting Calculations, ACAD Drawing & Design, Sample Acquisition & Organization. Member of IALD.
<b>Interior Design</b>	
<b>Event Design</b>	
<b>Graphic Design</b>	<b>Principal, Designer, SPARKcol, 10/12-03/20</b> 825 Geary St, Suite 303, San Francisco CA 94109
<b>Branding</b>	Design, Interior Design Project Management, Construction Documents, Lighting Specification & Design, 3D Modeling, City Permit Acquisition.
<b>FOCUS</b>	
<b>Goals &amp; Outcomes</b>	<b>Collaborating Designer, Openscope Studio, 4/14-3/20</b> 495 Carolina St, San Francisco CA 94107 Ian Dunn & Mark Hogan, Partners (415) 273-9527 Design, Sample Acquisition, Construction Documents, Lighting Spec & Design, Light Calculations, 3D Modeling.
<b>Collaboration</b>	
<b>Ingenuity</b>	
<b>Synthesis</b>	<b>Collaborating Designer, Gehl Studio / San Francisco, 3/14-8/17</b> 1211 Folsom St, 4th FL, San Francisco CA 94103 Blaine Merker, Associate Head of Team, (510) 301-5698 John Bela, Associate, (415) 636-9130 ext. 506 ACAD Drawing & Design, Sample Acquisition & Organization, Construction Documents, Lighting Spec & Design.
<b>Science</b>	
<b>Stewardship</b>	
<b>Human Experience</b>	<b>Lighting Designer, Illuminosa Lighting Design, 3/12-11/13</b> 931 Pardee Street, Berkeley CA 94710 Faith Jewell, Studio Director (510) 525 3670 ACAD, Sample Acquisition & Organization, Lighting Spec & Design, Light Calcs., TT24 Form. IALD.
<b>TECH</b>	
<b>Revit</b>	
<b>AutoCAD</b>	<b>Creative Director, Fountainhead Properties, 11/10-9/11</b> 700 East 6th Street, Ste E, Richmond VA 23224 Thomas Papa, C.O.O, (888) 811-7622
<b>Sketchup</b>	
<b>AGI 32</b>	ACAD Drawing & Design, Project Management, Create & Manage Social Media, Graphic Design, Idea Generation & Strategies, Space Planning & Project Feasibility Analysis, On-site Events/Promotions, Photography.
<b>Dialux</b>	
<b>Adobe CS</b>	<b>Designer, ADO (Architecture Design Office), 9/07-10/10</b> 105 East Broad Street, Richmond VA 23219 Todd Dykshorn, Principal, (804) 343-1212 ACAD Drawing & Design, Project Management, Sample Acquisition & Organization, Graphic Design & Marketing Materials, Interior Photography.
<b>Microsoft Office</b>	
<b>ORG</b>	
<b>Project Mgmt</b>	<b>Intern, 3 North, 2/07-9/07</b> 3 North, 201 West 7th Street, Richmond, VA 23224. Amy Redman, Senior Interior Designer, 804.232.8900 x128 ACAD design, vendor liaison, fabric selection, library organization
<b>Title24 Calcs</b>	
<b>Procurement</b>	
<b>Codes &amp; Regs</b>	
<b>Marketing &amp; PR</b>	<b>EDUCATION</b> BFA Interior Design, May 2008, Virginia Commonwealth University, Richmond VA 23294 (FIDER Accredited) Cumulative GPA: 3.6, Major GPA: 3.8. HONORS: Roger Baugh Interior Design Merit Scholarship, "Best Work By A Junior", Dean's Merit Scholarship of Excellence, Dean's List
<b>Administration</b>	
<b>Production</b>	
<b>Liaising</b>	MA Architectural Lighting Design, January 2020, Hochschule Wismar, Germany
<b>Office Mgmt</b>	HONORS: "Best Build your own Luminaire Award" and published in the local newspaper + student year book

Leiterin des International Office  
der Hochschule Wismar  
- im Hause -

**Ihr Zeichen:**      **Ihre Nachricht vom:**      **Unser Zeichen:**  
**Telefon:** 03841 753-289 **Fax:** 03841 753-9289 **E-Mail:** nora.zimmermann@hs-wismar.de **Datum:** 25.  
Oktober 2018

### **Einschätzung der Studentin Georgia Krapf - Neigungen, Fähigkeiten und Fertigkeiten**

Georgia Krapf has stood out since coming to University, especially by participating in our range of courses in the past summer semester. She was the only English speaking - lighting designer and in a class full of native-speaking interior designers. She is characterized by having a strong creative potential with the recognizable will and the ability to independently realize her ongoing projects. Through her keen interest and her spontaneous willingness to actively participate in the semester from the beginning to the end, it was impressive to watch her collaboration, despite the language barrier to her fellow students in the seminar.

Her participation, design ideas, and creative ways of sourcing materials was a huge achievement. We could say she was one of the most committed to the course. Georgia Krapf's abilities and skills are driven through her commitment, determination, and perseverance. She is truly a budding architectural lighting designer. Finally, Georgia shows an ease with her interdisciplinary work. There were no inherent cultural and social issues, she doesn't do it out of necessity but its rather a matter of her everyday design process.

*N. Zimmermann*

**Gleichstellung Hochschule Wismar \_ Stipendium wissenschaftlicher Nachwuchs  
Empfehlungsschreiben Georgia Krapf /// Masterthesis Architectural Lighting Design  
| Fachbereich Gestaltung |**

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Hochschule Wismar  
Fachbereich Gestaltung  
Philipp-Müller-Strasse 20  
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[www.menzelarchitekten.de](http://www.menzelarchitekten.de)

Wismar, 5. September 2019

Büro Wismar  
neubergermenzel architekten  
Alter Holzhafen 3  
23966 Wismar

Sehr geehrte Damen und Herren,

While studying at Wismar University, I had the opportunity to get to know Georgia both in professional and personal qualities. Georgia Krapf is curious and open about the tasks she is given. With great effort, she looks for independent new ways and possibilities for her lighting projects and developing custom luminaire objects. The results of which she is a leader within the group and helps her fellow students with their work. Georgia Krapf's helpful nature is felt within the group. Her social behavior, specialist knowledge, and commitment are therefore always above average and very pleasant for the environment. Georgia Krapf pushes to areas that go beyond the actual teaching content. For example, she has gotten integrated into the city of Wismar and promotes matters within the Hanseatic city. She will be well connected here shortly. One wishes that all international students would focus in such a way and live in their present/place of study. It enriches the community greatly.

Everything that Ms. Georgia Krapf presents at the university is created with diverse background knowledge. Her curiosity and interest, which does not end with pure specialist knowledge, brings her consistently to thoroughly thought through results. All of her work is done on time, reliably submitted, and presented appropriately. She was always very good towards fellow students, helpful and always enriching for a group. Her current work shows that her career is very targeted, ambitious, cleverly plans, and builds. A special social commitment is visible and spares no expense of time, feeling, and effort. If she can continue to pursue her career with this commitment, she will have a bright future as a designer. Hence my support in the letter of recommendation.



ANDREW SPARKS

COLLABORATIVE DESIGNER  
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510.543.0054



SPARKcol

To whom it may concern:

I am glad for an opportunity to provide this letter of recommendation for my former design partner Georgia Krapf. I had the privilege of collaborating with Georgia at SPARKcol from 2013 to 2015. During that time Georgia was our design lead for interiors and was the principal in charge of developing construction and permit drawings.

Our architecture and interiors practice is founded on a notion that it is vital for designers to have the ability to grasp essential principles and characteristics at work in space, materials, light and program. Most importantly, it is critical designers have the ability to convey the sense and atmosphere of an intention or idea. Georgia brought to our team a unique ability to think through the complexity of these aspects combining them seamlessly through drawing and modeling. The nuance she brought to the table was always most enjoyable to experience when presenting designs to our clients. The enjoyment that came out during those meetings while explaining all the technical and aesthetic aspects to a beautiful design was something I and our clients always looked forward to.

Georgia's energy and enthusiasm for the work is contagious. She has proved to be an invaluable partner, pushing critiques to deeper intellectual levels with insightful questions and comments about both the work and method of design. Georgia's approach to learning reveals a confidence and dedication that I have rarely found in designers. Simply put, I consider Georgia one of the brightest designers I've had the pleasure to work with. She is a rare designer who looks deeply and thoughtfully into the world around her. Georgia is incredibly curious while at the same time critical. Further she expresses an openness to new ideas and a passion to explore and grasp what is at work within the surfaces we experience.

It is for Georgia's energy, creativity, and sharp intellect that I am pleased to recommend her in all endeavors in life. If you have any questions, please call or email anytime.

Sincerely,

ANDREW SPARKS, RA PE  
SPARKcol

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To Whom It May Concern,

It is with great pleasure that I provide this letter of recommendation for my former colleague Georgia Krapf. I had the privilege of supervising Georgia at Illuminosa between February, 2012 through November, 2013. During the time she spent with us she was a great addition to our team.

Though she had limited experience in the lighting industry, we initially invited Georgia to join our team because her portfolio exhibited a high aptitude for understanding of interior design. Our expectation was that through her work here she would begin to develop a deeper understanding of architectural lighting from both a technical and design standpoint. Georgia did not disappoint. Within less than her first year of working here she was able to execute all of the tasks of a typical entry-level lighting designer including fixture specifications and photometric calculations.

In addition to her readiness and ability to learn quickly on the job Georgia has several other wonderful qualities that would make her desirable to any employer. With her background in interior architecture and planning she brings a high level of attention to detail to all of her work. This focus on detail results in consistent production of quality deliverables.

Lastly if you have met Georgia then you are already aware of her great ability to communicate enthusiasm and passion. This positive attitude is not only apparent in inter-office situations, but is also displayed in her interactions with clients. It is a skill that would make her a key asset for any firm or company that is looking for someone who can raise the excitement level of their current clients or grow a new client base.

If you would like to discuss her attributes in further detail, please do not hesitate to contact me.

Best Regards,



Faith Jewell  
Studio Director  
Illuminosa Lighting  
510-525-3670



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editorial   visual effects   3d animation   production   audio design   original score   creative

To whom it may concern:

I am very pleased to write a recommendation for Georgia Krapf for your review

Georgia, as Creative Director for Fountainhead Properties, designed and implemented the "build-out" of approximately 15,000 sq ft. for our current facility. Her creative and technical knowledge along with an emphasis on design, made a significant contribution to our renovation. I have served in the position of President of Park Group for 25 years and the level of professionalism and attention to detail sets her apart from many other consultants I have worked with.

During the phases of our project, from design to finished space, she exhibited a positive attitude, image and personal motivation that without a doubt contributed to its success. Her communication was always thoughtful and responsive to the members of my team and her interpersonal and perception skills were some of the best I have seen. She liked challenges and was able to produce creative decisions within specific deadlines while staying on budget. She had a disciplined approach to problem solving that demonstrated a solid ability to generate alternative solutions to problems.

In summary, Georgia was an exemplary consultant whom I was highly motivated in her field of design and showed a desire to succeed. Again, I have not seen many people with the traits she possessed and sincerely feel she would excel in your company.

Sincerely,

Dave Trownsell  
President  
Park Group