

CURRICULUM VITAE

BIRTH:

February 15th, 1984, in Karlsruhe (Germany).

WHO I AM:

color and material enthusiast • color & trim designer
• teamplayer • maker.

WHAT IS IMPORTANT TO ME:

to strengthen color & material design • to support young designers with my experience • to learn • fairplay • diversity
• to lead interesting projects • nature • to travel.



WORK EXPERIENCE

PORSCHE AG, WEISSACH, STYLE PORSCHE, COLOR & TRIM

PROJECT TAYCAN

07/15 - today

Responsible for the Taycan color & trim concept.
Cross-company project coordination and communication of the concept.
Taycan color- and material strategy.
Definition of the offering structure (color- and material offers, optional configurations, packages, management of variants).
Ongoing preparation and support of board of management presentations.
Support of product decisions for the decision committees.

PROJECT 718

07/13 - 07/15

Responsible for the 718 (Boxster / Cayman) color & trim concepts.
Definition of the offering structure (color and material offers).
Main focus: new offering variant Sport-Tex (high quality leather-textile combination) and new interior color Graphit Blue (design idea and transfer through series production).

PROJECT 911

07/11 - 07/13

Responsible for the material developments of the Carrera (991).
Main focus: 911 50th Anniversary Edition materials including the Pepita textile „HT50“, 911 GT3 RS, 911 GT3.

MATERIAL STRATEGY

08/18 - today

Responsible for the color & trim strategy of all product lines, including the color & trim guideline / DNA.

DESIGN OF DECO PARTS

12/13 - 05/18

Responsible for the design of deco parts of all product lines.
Main focus: aluminium and carbon.
Design, predevelopment and transfer through series production.
Protective rights: 2 patents, 7 registered designs.
Supervision of development partners and suppliers.

ORGANIZATION OF INTERNS

12/13 - 02/17

Organization of the color & trim interns including online job advertisements, applications, certificates, content and staff supervision.

TEACHING EXPERIENCE

UNIVERSITY OF REUTLINGEN, FACULTY TEXTILE & DESIGN

ASSISTANT LECTURER

03/18 - today

Classes for textile-, fashion-, and material & surface designers.

- Conception of fabric collections
- Design of fabric collections
- Techniques of surface design

DOROTHEE HAID

EDUCATION

UNIVERSITY OF REUTLINGEN

MASTER OF ARTS IN TEXTILE DESIGN

10/09 - 07/11

Grade 1.0

MERCEDES-BENZ AG, SINDELFINGEN,
MERCEDES-BENZ DESIGN, COLOR & TRIM

MASTER THESIS

02/11 - 07/11

"Designing a Chinese color & trim concept including an access-
soires collection shown with a current Mercedes-Benz CLS."

INTERNSHIP

08/10 - 02/11

Design of the design-booth of the Mercedes-Benz Fashion-
week 2011. Own project work on „new wood- and acrylic glass
appearances“ for application parts.

DAIMLERCHRYSLER AG, FEUERBACH, AFTER-SALES MARKETING

INTERNSHIPS

between 08/04 and 05/06

Team market support (2 months): communication with partners
worldwide (reclamations, licenses, software costs, invoices).
Team product conception (1 month): examination of EPCnet-
test results (EPCnet is the internal website of Mercedes-Benz
USA LL C to deliver especially for Mercedes-Benz garages

UNIVERSITY OF BAYREUTH

BUSINESS ADMINISTRATION

11/04 - 07/05

2 semesters

BACHELOR OF ARTS IN TRANSPORTATION-INTERIOR-DESIGN

10/06 - 07/09

Grade 1.3

AUDI AG, INGOLSTADT,
AUDIDESIGN, COLOR & TRIM

BACHELOR THESIS

02/09 - 06/09

"Developing a deco part concept for the Audi A3 successor -
Designing application strips including in cooperation with
Swarovski.

INTERNSHIP

03/08 - 09/08

Organization and coordination of the color & trim presentation:
Innovative materials / new developments. Own project work on
„experimental work with leather“.

spare-parts information).

Team communication & organization (1 month): supporting
the concept and implementation of various projects (EPC, WIS/
ASRA) on the intranet site.

FREE GEORGIAN SCHOOL

HIGH SCHOOL DIPLOMA

09/94 - 07/03

Waldorf school of Reutlingen.

STAYS ABROAD

BARCELONA

10/03 - 01/04

Aupair and language school.

LOS ANGELES, CALIFORNIA, USA

01/20 - 04/20

Inspirational and creative stay.

BOSTON, MASSACHUSETTS, USA

12/98 - 06/99

High school exchange.

RELATED SKILLS

TOOLS

INDESIGN



PHOTOSHOP



ILLUSTRATOR



MS OFFICE



ALIAS



SHOWCASE



LANGUAGES

GERMAN



ENGLISH



FRENCH



SPANISH



DOROTHEE HAID