

Curriculum Vitae

Ana Maria Wier

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United States Citizen

Industrial Designer and Educator

I have been a freelance designer and design business owner for 14 years, I am successful with client interaction, new product development, human factors, production, marketing and managing multiple projects. The focus of my career is in finding highly creative and economic solutions to very diverse design problems. I have also been a design educator for 5 years, and have been an invited studio critic over an eight-year period.

Professional Experience:

Princess Dreams, 2000 – present, Owner

Client work includes

- Themed events design, including environments, furnishings, costumes, gifts and on-location event implementation
- Interior design, custom furniture design & production, renovation and construction, plus garden and landscape design

WierDesign, 1988 – present, Co-owner

Client work includes

- Retail Design: Space planning, interior graphics, detailing, and scale models of retail spaces
- Product Design: automotive after-market, toy, domestic animal, and furniture
- Environmental Design: a 40-acre park international design competition
- Graphic Design: Logo design, corporate identity, and illustration

Design Lecturer - The Ohio State University, Department of Design

- Taught Sophomore level 2D/3D Design Studio, Winter Quarter 1998 and 2000
- Senior level Product Design Studio, Winter Quarter 1998
- Taught Sophomore level Product Design Studio, Spring Quarter 1998
- Guest Design Critic for Sophomore, Junior and Senior level design studio, 1993 to 2000
- Studio Instructor for 2 graduate students in Industrial Design, Winter Quarter 1998

Graduate Teaching Assistant – Purdue University – Department of Creative Arts

- Taught Basic 2D Design, Spring Semester 1986, Fall Semester 1986
- Taught Basic 3D Design, Fall Semester 1986 and Spring Semester 1987

Education:

Master of Arts in Industrial Design,
Purdue University,
West Lafayette, Indiana, 1985 -1987.

Studies in interior space and product design.
- Selected best industrial design student at Purdue University, 1987, and received cash prize

Bachelor in Industrial Design,
Universidad Pontificia Bolivariana,
Medellin, Antioquia, Colombia, 1979-1985.

(Includes four and 1/2 years in Graphic Design, taken concurrently with Industrial Design)
- Fourth best, out of 500 students, within the design program at UPB in 1982.

Thesis title: Lenguaje del Diseñador, (Designers' Language).

A dictionary compiling over 1000 entries of art, design, photography, materials and processes terms plus stylistic periods, etc

Interests and Abilities:

- Excellent speaking and writing language skills in English and Spanish
- Eight years competing with the Antioquia State Speed Roller Skating League, Colombia, 1973 - 1981.
- Fast-pitch softball Antioquia State League, best outfielder, Colombia, 1978 - 1985
- Love gardening and cooking Colombian food
- Making strange and wonderful things, like a Large Mouth Bass fish costume

Development Projects:

Transportation Design - Study for an all-terrain vehicle system to provide technological services to remote areas. Services include intensive medical care, communication and energy, food and water Self contained units are helicopter-airlifted modules, which mate to all-terrain vehicles. Work included specific study of medical unit as an external clay model, fiberglass cast of clay and AutoCAD drawings of interior/ exterior views.

Interior Design - Study for a university level design studio. Consideration was given to efficient use of total space, personal workspace, storage facilities, private and general exhibition, information storage and retrieval, flat work and model photography areas and teacher requirements. Work included drawings, models, and full-scale mock-ups.

Furniture Design - Study for a personal work station for architects, designers and engineers. Folding panels and modular systems provide spatial diversity from compact storage to a three-meter square gallery space. Work included drawings, models, photographs and artwork.

Chair Design - Study for a workstation chair. Consideration was given to provide comfort over long periods of time for drawing and other kinds of design work. Work included drawings and models.

Environmental Design - Study for an eight-acre city park conducted for the Park District, West Lafayette, Indiana. The park was a multi-purpose recreational facility for all age groups. Work included AutoCAD drawings, models and graphic design.

Professional Project Details

Retail Design

Space planning, interior graphics, detailing, and scale models of retail spaces for MicroCenter Computer Stores. These were prototype super stores, including:

- Marietta, Georgia store, 31,000 sq.ft.;
- Cleveland, Ohio store, 30,000 sq.ft.;
- St. Davis (Philadelphia, Pennsylvania) store, 45,000 sq.ft.
- Models were created at $\frac{1}{4}'' = 1'$ and were approximately five feet square. These models were extremely detailed and used by the client to work with vendors to study merchandising options

Environmental Design

- Concept development through final competition boards for "A New American Green", a 40 acre park design competition, Olympia Fields, Illinois. Joint venture entry with Abbot & Abbot, Architects and Charles Abbot, Landscape Architect, Columbus, Ohio. AutoCAD documentation of active and passive recreation, gardens, and existing structures.

Product and Graphic Design

- Research and development of proprietary toy, which changes as a child grows.
- Design concept and development of an automotive after-market product (product still in proprietary development).
- Design concept and development of a environmentally safe disposable cat litter box.
- Graphic design and illustration for Nida Lighting, a landscape lighting company.
- Designed logo and exterior building identity for Hilltop Civic Council, Columbus, Ohio