

KATHRIN GROSSENBACHER



SKILLS

- Creative conception & implementation: I create innovative design ideas and products that inspire and convince
- Innovation & sustainability: I develop designs holistically, combining aesthetics with function and a sense of responsibility.
- International experience: I have a strong command of English, experience in global production processes, and a keen sense of international trends.
- Foresight: I'm a strategic thinker who plans ahead, respects timelines, and acts with foresight.
- Networked working: I enjoy working in an interdisciplinary manner with different departments and translating concepts into marketable products.

Since May 2025, I'm working as a freelance designer while pursuing a part-time Master's degree at HKB. Currently open to new opportunities (60–80%)

EMPLOYEED WORK

06.2024–04.2025 Graphic Apparel Designer at Fabric Frontline, Zurich (CH)
Relaunch: Development of a unique visual language for Fabric Frontline
Conception for campaign, webdesign and packaging
Designing Scarf Design for the Collection First Kiss.
Content management / Content creation (print and social media)
Creation of 3D visuals rendering for scarf packshots
Collaboration with interdisciplinary teams (marketing, IT)
Recruiting external photographer and interior designer
Strategic design lead for collaboration collection with
„Collective mon Amour“ Launch April 2025

06.2021–05.2024 Graphic Apparel Designer at Akris, St Gallen (CH)
Designing prints for Akris and Akris Punto
Worked fast paced on collection with the artist Rainhard Voigt
100 year anniversary collection, and Felice Rix-Ueno
Responsible for scarf production and developing
Sourcing fabrics and design/develop jacquard fabric
for Akris Punto

2021–2022 3D Digital Fashion Designer at OpenDress GmbH, (DE)
Design Innovation for a virtual fitting room.
Creating 3D visualization and measurement tables
for Bundeswehr Germany
Market analysis and concept development for the Swiss market
with a focus on design development in the field of
3D Garment visualisations for a digital wardrobe

08.2019–07.2020 Art Direction at FREITAG lab. AG, Zürich (CH)
Think and act in a cycle:
Conception and implementation of campaigns
Content creation; print and online
(Website Video and Visuals, Newsletter)
Media Relation: layouting Media Releases
Recruiting external photographers and videographer.
Directing video and photo production

04.2017–07.2019 Graphic Apparel Designer at VETEMENTS, Zurich (CH)
Research, concepts and creation of placed and all-over prints
for commercial and runway clothes, accessories and trims
Creating production files, technical drawings
Editorial Design for Brochure SS18
Graphic Design for show invitations and business card
Organizing and taking pictures of runway picture board
Worked on collaborations with: Reebok, Levis, Evian, DHL,
Wolford, Disney, Casetify
Recruiting Photographer for Campaign and Packshots

01.2017–03.2017 Graphic designer at Claudia, Basel (CH)
Layout Design for Poster, Invitation and Program Design for
Insitute Fashion Design Fashion Show 2017, Basel/Münchenstein

EDUCATION

Since 09.2025 Master Design, Focus; Entrepreneurship
at HKB (Hochschule der Künste Bern) (Part Time)

2015–2016 Bachelor of Arts with specialisation in Visual Communication
at ZHdK (Zürcher Hochschule der Künste)

2010–2014 Bachelor of Arts with specialisation in Fashion Design,
University of Applied Sciences and Arts Northwestern Switzerland,
Academy of Arts and Design Basel, Institute of Fashion Design

2009 Preparatory Class at ZHdK (Zürcher Hochschule der Künste)

2005–2009 Artistic Grammar School KZB (Kantonsschule Zurich Birch)

FREELANCE WORK

Since 2021

Web Design for Fair Fashion Factory, Basel (CH)
Visual Content Creation and Color Concept

Graphic Designer as Freelancer for FSB, Berlin (DE) (Remote)
Working on the redesign for Social Media
Canva-Templates Creation: Instagram Stories and Reels,
YouTube Playlist-Cover & Thumbnails

Teaching Clo3d Workshop, Schule für Gestaltung Basel (CH)
Visualizing textiles with Clo3d

Apparel Graphic Designer for Julian Zigerli (CH)
Creating placed and alloverprints
Guest lecture at ZhdK at Lecture Series: Kein Kino
presentation of my work

Graphic Apparel Designer as a Freelancer for VCR, Zurich (CH)
designing kids and baby prints for the trend book Styleright

Graphic Design for Wasteland, (CH)
Art Platform by Andrea Abegg
Corporate Identity and creating website and 3D renderings

SELF EMPLOYEED WORK

Since 2022

Co-Founder of BRAva GmbH, Zurich (CH)
custom made bra created by 3D technology

Developing Prototype with TTK sarl

Working with Alter Ego (Fayçal M'hamd and Pietro Zullo)
Evaluation of scanned measurements

Supervision of the bachelor's thesis at FHNW Brugg:
Automatic measurement of upper bodies
with Annelore Egger und Sarah Gisin (Expert: Hilko Cords)

Supervision of the bachelor's thesis at FHNW Brugg:
Life Cycle Assessment of a Custom-Made Bra
with Karen Sayaka Hartmann (Expert: Vinzenz Müller)

Member of Kaiserhaus, HANDEL, Bern (CH)

Grands:

2024 Initial Coaching (Innosuisse) with Penny Schiffer
2023 Innovation Booster, Applied Circular Sustainability
2023 Venture Kick stage I
2023 Innocheque by Innosuisse
2022 Emerging Talent Grand from Pro Helvetia

INTERNSHIPS

07.2016–12.2016
Graphic Design at on-running, Zurich, (CH)

Before Internship:
Realizing my Graphic Design Bachelor Thesis with on-running
Creating new visual aesthetic for the shoe brand.
Creating Apparel Brochure: Visual Sport Translation

During Internship:
Research and concepts for Campaigns
Styling for Shooting
Newsletter Template-Development
POS Graphic for Jelmoli Store

10.2014–11.2014
Costume Assistant at Theater Neumarkt, Zurich (CH)

03.2014–07.2014
Fashion Designer at Julian Zigerli, Menswear, Zurich (CH)
Worked on Collection SS15

10.2012–02.2013
Fashion Designer at Alexander Wang, Menswear, New York (USA)
Worked on Collection AW13/14

PRIZES

2019
Pix Carte de Noël together with David Keller (FREITAG)

2016
Wallpaper Magazine, Selected for Graduates Category: Graphic Design

2015
Berner Design Stiftung for Project:
Schmetterling auf dem Bauch with Tobias Gutmann

2015
Nominated Swiss Design Award Category: Fashion Design

2014
The Pitch at Arte Creative with my Video about my BA Collection

2014
Selection for the: Output Award

2014
Albert Kriemler Fonds

SKILLS

Computer Programs:
Adobe Creative Suite:
Illustrator, InDesign, Photoshop, After Effects
Apple Pencil, Procreate
Miro Board
Clo3d (3D Fashion Program and Tool for
visualizing and animating textiles)

LANGUAGES

Swiss German, mother tongue
German, English, French (spoken and written)

Bullingerstrasse 60
8004 Zurich

mail@kathringrossenbacher.ch
kathringrossenbacher.ch

+41(0)79 482 32 29
Linkdln