

Claudia Eustergerling

Founder, managing director,
designer and consultant



Claudia grows up in a small industrial town near the Teutoburger forest in Germany. After getting her degree in design at the University of Applied Sciences in Aachen, Germany with specialisation in visual communication she gathers extensive on-the-ground experience.

Before studying Claudia spends a year in an advertising agency. Later she turns various of her student projects into reality, such as an award winning cinemaspot which has been exported to Italy. She also joins a student team in order to set up the exhibition "L'esprit d'Europe" as a part of an international research project.

To broaden her horizon and to get in touch with the American way of life, she moves to San Francisco for a few months. There Claudia works for Simple Design, mostly on digital projects for Yahoo! cars and Yahoo! real estate. Love makes her move to Luxembourg in 2002. Here she starts working freelance. In 2005 she co-founds 1Plus which she develops as an executive creative director and designer while working and creating for both private companies and public institutions. One of her projects was the redesign of the City of Dudelange. She simply named it "Diddeleng".

In the meantime Claudia becomes chairwoman of Design Luxembourg, Luxembourg's association of independent designers and design studios, where she is the driving force behind the team publishing the designer's guide "Follow me".

She co-organizes different editions of the Design and Communication Awards, introduces the Design Management Europe Award to Luxembourg and selects Luxembourg's contribution to the exhibition "couleur locale" in the framework of the Budapest Design Week 2011.

While starting her own design studio in Luxembourg City in 2011, Claudia cofounds Sensity, a network providing services on design and innovation. Now she is concentrating on Claudia Eustergerling Design, focusing on the development of identities and brands with a strong interest in the process of co-creation, research and advance. Her team shares her customer-oriented holistic approach and accompanies interdisciplinary projects from start to implementation.

Claudia is driven by her belief in design and its power in the innovation process.

Languages: German, Luxembourgish, English, French
Degree: Diplom-Designer (FH)
Email: claudia@eustergerling.lu

Member of:
AGD - Alliance of German designers
Creative Industries Cluster Luxembourg
Designfriends Luxembourg

PROFILE

Claudia Eustergerling

Education and experiences



Professional experiences

2011 – now

Claudia Eustergerling Design sàrl - creation & consultancy, Luxembourg (L)
Founder, Director, Designer, Consultant

2015 – 2016

ala - Association Luxembourg Alzheimer asbl, Luxembourg (L)
Founder, Director, Designer, Consultant

2012 – 2013

Sensity sàrl - a services network on design and innovation, Luxembourg (L)
Co-Founder, Managing partner, Designer

2005 – 2011

1Plus sàrl - communication visuelle, Dudelange (L) Co-Founder, Executive Creative Director, Designer

2002

Simple Design, San Francisco (USA)
Designer (digital media)

1999

University of applied Sciences Aachen (D) Assistant

1996

NöskeSenz communication, Lengerich (D) Intern

Awards

2019 **German Design Award Special**

2017 **ICMA Bronze** corporate design

2016 **ICMA Special** imagebrochure

2015 **ICMA Silver** logo design

2009 **Design Mgmt Europe Award (DME)**

2001 **1st price Spots for nature** students

Education and qualification

since ever – now

Permanent professional training on business development, leadership, trends, technology and techniques

2012

Formation aux Techniques de Management de l'Innovation
Luxembourg School for Commerce, Luxinnovation, Chambre de métiers (L)

2002

University of Applied Sciences, Aachen (D) Graduation with degree Diplom-Designer (FH). "Ausgeschlafen", an exhibition about sleep for public space. Concept, design, photos, light-objects

1997

University of Applied Sciences, Aachen (D) Beginning of studies in visual communication

Juror & Cooperating Advisor

2017, 2018

Worldwide Logo Design Award
jury member Wolda 8th, Wolda 9th

2016, 2017, 2018

International Créative Media Award
jury member ICMA7, ICMA8, ICMA9

2012

Commerce Design Luxembourg
jury member

2012

Emergency exhibition
Design City Luxembourg (L)
cooperating advisor

2011

Couleur locale exhibition
Budapest Design Week (HU)
cooperating advisor

2007-2009

Design Management Europe Award
cooperating advisor

Exhibitions and Events

2018

Reload photo exhibition, as part of the annual exhibition at KuKSol, Dissen (D)

2017

Iceland and Nature perspectives photo exhibition, as part of the annual exhibition at KuKSol, Dissen (D)

2012, 2014, 2016, 2018

Open doors exhibition in the framework of Design City Luxembourg (L)

2012

Emergency group exhibition in the framework of Design City Luxembourg (L) and Design September Bruxelles (B)

2009

Design Backstage group exhibition by Design Luxembourg (L)

2000

L'esprit d'europe group exhibition, Aula Carolina Aachen (D)

Publications & Press

2018

DODODO - Creative Industries
https://issuu.com/maisonmoderne/docs/dododo_issuu/58

2012

Dee - Magazine by designfriends
http://issuu.com/designfriends/docs/dee_web_low?mode=window&background-color=%23222222

2012

Focus 6/12 - Better by design
http://www.luxinnovation.lu/content/download/8418/81260/version/1/file/FOCUS+6_design.pdf

2011

Design report 6 - Wen Design antreibt
[http://www.eustergerling.lu/download/111200-Designreport-Wen Design antreibt-06-2011.pdf](http://www.eustergerling.lu/download/111200-Designreport-Wen%20Design%20antreibt-06-2011.pdf)

2010

Citymag Luxembourg
<http://www.eustergerling.lu/download/100200-CityMag-DLpresident.png>