

## Claudia Eustergerling

The story of a Designer Founder,  
Business Owner & Creative Director

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**Since getting her degree in design at the University of Applied Sciences in Aachen, Germany with specialisation in visual communication Claudia gathers experience as independent designer. She grew up in a small industrial town on the Teutoburg Forest in Germany and now runs her own design studio in Luxembourg. Her creations have received several international awards.**

Even before her studies, Claudia acquires knowledge of in an advertising agency to help her to this day. Later she realizes several of her study projects, such as an award-winning cinema spot that was exported to Italy. In a team of students, she is dedicated to the exhibition design for "l'esprit d'europe", a long-standing initiative of her professor and international cooperation of several universities. As part of a research project to investigate user behaviour in the use of digital applications, she is designing her first interactive applications.

To broaden her horizons and get to know the American way of life, she goes to San Francisco. There, Claudia works at Simple Design on digital campaigns for Yahoo! cars and Yahoo! real estate. Love is the reason she moves to Luxembourg in 2002, where she starts working freelance. In 2005 she co-founds 1Plus, where as Creative Director and Designer she designs and implements projects for private companies and public institutions such as awareness raising campaigns and trade fair appearances for the Transport, Environment, Health and Family Ministries and the visual identity of the City of Düdelingen. She simply named it "Diddeleng".

As a member of Design Luxembourg, the professional association of independent designers and design studios in Luxembourg, she is the driving force behind the publication of the design guide "Follow me". In 2009, she is elected Chairman. She is involved in the organisation of the Design and Communication Awards, presents the Design Management Europe Award in Luxembourg and chooses the national contribution to the "couleur locale" exhibition for the Design Week in Budapest. .

In 2011 Claudia founds her own design studio in Luxembourg City and co-founds Sensity, a network for design services and innovation. Since then she has concentrated on her office Claudia Eustergerling Design with a focus on corporate identity, corporate design and brand management with a strong interest in research, co-creation and strategic leadership. Her team shares her customer-oriented holistic approach and accompanies interdisciplinary projects from design to implementation.

Claudia has been awarded various international design prizes and is now a member of the ICMA International Creative Media Awards jury. She is involved in the education and orientation of students. She is a member of the Female Board Pool and a mentor for prospective students.

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

Member of:  
AGD - Alliance of German Designers  
Creative Industries Cluster Luxembourg  
Design Friends Luxembourg  
Female Board Pool

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## PROFILE

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# Claudia Eustergerling

## Education and experiences

## Achievements

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### 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)**

Head of Communication and Public Relations

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, 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

### Achievements

2019 **DNA Paris Design Awards Winner**

2019 **German Design Award Special**

2017 **ICMA Bronze** corporate design

2016 **ICMA Special** image brochure

2015 **ICMA Bronze** 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, 2019

**Worldwide Logo Design Award**  
jury member Wolda 8th, 9th, 10th

2016, 2017, 2018, 2019

**International Créative Media Award**  
jury member ICMA 7, 8, 9, 10

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](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](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](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>