



## **BARBARA COMIOTTO**

\*4th November 1969, Swiss

Nationality

Married to Tobias Lengsfeld

Two Sons: \*2002, \*2004

### **CORE COMPETENCE**

Conceptualization, leadership, implementation, communication, evaluation, documentation, and process management of complex projects in the fields of culture, science, and society, acting as the total contractor.

I am team- and process-oriented in developing creative solutions, value the challenge of complex tasks, and work efficiently even under high pressure. I bring comprehensive knowledge and experience in agile project and process management to my work. My respectful curiosity and quick grasp allow me to quickly adapt to existing structures and master the entry into complex tasks swiftly.

- Design Sprints, Innovation Workshops
- Prototyping, Testing
- Communication
- Experience Design
- Design, Content Creation, and Management
- Identity Branding
- On-demand Scenography
- Project Support during Construction

### **PROFESSIONAL EXPERIENCE**

#### **Since 2017 melt. gmbh: Head of Design Strategy & Production, Member of the Board**

melt. has been active in the field of scenography, science communication, and experience design for over ten years. My main responsibilities include:

- Project Management
- Process Control
- Conceptualization
- Communication
- Design Sprinting
- Innovation Workshops
- Project Support during Construction
- Strategic Management
- Design Management
- Content Management
- Identity Branding
- Consulting
- Experience Design
- On-demand Scenography

#### **Project Examples (also see [www.barbara-comiotto.ch](http://www.barbara-comiotto.ch))**

##### **Soirée Suisse Paris**

Conceptualization, Organization, Identity Branding, as well as Communication & Execution of an evening event for 600 people at the Swiss Embassy in Paris. The event showcased Foodtech from the Canton of Zurich. Coordination of 15 stakeholders from private sector, academia, federal, and cantonal representatives (60 employees).

##### **Zweifel 1898**

Idea & Concept, Project Management, Identity Branding, Shop Design, Scenography, Storytelling, Gastronomy Design, Operational Concept, Construction Management, Building Submission, Project Documentation, and Post-calculation. The ancestral home of the Zweifel family in Höngg was extensively upgraded and the corporate culture of Zweifel 1898 was further developed and strengthened.



## PROFESSIONAL EXPERIENCE (CONTINUED)

### 2016 Swiss Museum of Transport: Project Management for Red Bull Media World

The Red Bull Media World, located in the most visited museum in Switzerland, is an adaptable media lab that provides an immersive overall experience based on the concept of merging physical and digital worlds.

- Project Management, including cost and schedule control
- Maintaining the content and formal idea during the planning and implementation phases
- Managing project communication with all stakeholders, representing externally
- Representing the interests of the Swiss Museum of Transport and coordinating with partners
- Awarding and controlling contracts to external service providers
- Coordinating and supervising Content & Curation
- Post-calculation

### 2012-16 Schmauderrohr GmbH: Project Manager

Schmauderrohr GmbH was renamed melt. In 2016

- Conceptualization and Implementation of Customer Projects
- Responsible for maintaining the conceptual idea until project completion
- Leading internal and external teams
- Project-related budget and timeline responsibility
- Tendering/Procurement
- Quality Assurance
- Project Documentation

### Project Examples

#### SCNAT (Swiss Academy of Sciences)

Project Management, Idea & Concept, Content Management, Scenography, Storytelling, Implementation, Construction Management, Project Documentation, and Post-calculation for the traveling exhibition "Wissen schafft Spur" in 12 Swiss cities.

#### MIGROS Kulturprozent (MGB & GMZ)

Content Project Management, Research, Digital Content Management, Content Adaptation to Scenography & Multimedia, Content Implementation (CRM) for the spacious garden with ten themed experience islands and a pavilion with interactive installations, which was inaugurated as an experiential museum in Rüslikon in 2012.

### 2007 - 2011 Residence in Cairo

Family management, voluntary work, and representative tasks related to my husband's work required a high level of flexibility and intercultural sensitivity.

- Vice President of the Swiss Club
- Parent Advisory Board of the German Evangelical School
- Idea, Concept, and Implementation of an interactive environmental program for students: "Beia - the world I live in"

### 2005 - 2007 onemarketing gmbh

Project Collaboration, Foundation Research, Secondary Market Research, Database Management, Customer Management, and Accounting



## **2000 - 2004 "bureau für angelegenheiten":**

Establishment and Management of a sole proprietorship in the field of cultural communication (Owner)

- MAS design culture, zhdk
- Conceptualization, Establishment, Execution, and Completion (2001 - 2004)
- Kinderkrippe Zypresse
- Founding and Establishment (2001-2002)
- Till - Living in Switzerland
- Exhibition Concept for expo.02 in collaboration with Gramazio Kohler Architekten (2002)
- neue räume 01
- Idea, Concept, and Implementation for the international interior design exhibition in Oerlikon (2001)

## **Freelancer (1996-1999)**

- Travels to: Kenya, Tanzania, Mozambique, Zambia, Zanzibar, Malawi, Nepal, and India
- d.a.ch - design arena switzerland, (Association of Swiss Design Producers & Dealers): Association Establishment & Communication Strategy, Production, and Editorial work for the association's magazine "d.a.ch-inlet" (1997-99)
- Pro Helvetia
- Contribution to Guidelines for Evaluation in Cultural Promotion (1997)
- Der Bund

## **EDUCATION**

2019 Designing a Business, IDEO U, [www.ideo.com](http://www.ideo.com)

1999 Master of Arts University of Bern

Art History of Modernity, Architectural History & Media Studies

1991 École de Français Moderne, Université de Lausanne, Année Préparatoire

1991 Matura B, Hochalpinen Institut Ftan

## **SKILLS**

### **Languages**

- German, native language
- French, C1
- English, C1
- Italian, B2
- Arabic, Spanish,
- Romansh, A1

### **Digital Tools**

- Adobe CS
- Vectorworks
- WordPress, WIX
- CMS (various)
- MS Office
- Apple OS & Windows
- Online tools for surveys, data collection
- Social Media platforms (LinkedIn, Facebook,
- Instagram, X, etc.)

## **REFERENCES**

References available upon request