

Anna Katharina Liesenfeld

Boston MA

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Education:

Emerson College, Boston MA 2020

B.A. Business of Creative Enterprises

Concentration in Entrepreneurship and New Media Arts

- Entrepreneurship Program
- Advanced New Media Studies

School of Fashion Design, Boston MA 2015-2018

Diploma in Fashion Design

- Fashion Sketching, Fashion Illustration, CAD for Fashion

Experience:

Frenchie Bistro, Boston MA 2020

Assistant Manager, Server, Host

MK3 Creative, Boston MA 2020

Social Media Strategy Consultant (Residency)

- Analyzed existing Social Media engagement
- organized RFP for SEO
- Created a comprehensive guidebook for Social Media posts
- Developed Campaign to honor public service workers during Covid-19

Boston Fashion Week, Boston MA 2019/2020

Augmented Reality Fashion Installation, Copley Square, Boston, MA

Consultant, Virtual Fashion Week

Speaker, The Future of Fashion, Opening Event

Speaker, Fashion Education of the Future, Cambridge Innovation Center

Punkt VR, Virtual Reality Fashion Showroom, Boston MA 2018-present

Director, Producer

- Built a Virtual Fashion Showroom in Unity 3D (<https://tinyurl.com/ycp3hw7x>)
- Showcased at Boston Fashion Week 25th Anniversary Opening Event and Feminist Futurist Exhibition Boston Center for the Arts

ROTU Entertainment, Boston MA 2016-present

Concept Artist

- Researched history, music instruments and emerging technologies
- Designed concepts for musically inspired game assets, garments, and accessories

Skills: Microsoft Office, Slack, Airtable, Adobe CC, HTC Vive/Oculus, Unity, C#, Google Tilt Brush, Blender, Procreate

Languages: German, English, Spanish (Advanced Conversational), French (Intermediate)

Interests: Startups, Graphic Design, Communications, Management