

PERSONAL

Navn Rachel Karine Bergesen Troye
Born 01.02.62 in Oslo, Norway
Family Married to Pål Troye since 1989, two boys (born 1997 + 1999)
Languages Norwegian, English, German, French

SUMMARY

Dedicated and inspiring design leader who genuinely enjoys achieving goals through others and collaborating across disciplines. Graphic designer educated in USA, Paris and London. 20 years working experience from Switzerland and Norway with a focus on visual identity and branding. Responsible for complex international design projects and clients, heading interdisciplinary design teams and processes. Engaged design educator with executive board positions in organizations, educational institutions and research centres.

Proactive and solution oriented with strong ability to implement, also in complex projects where attention to the critical, stamina and persuasive power are required. Socially confident and inclusive, both as a team player and leader. Dedicated, structured and with exceptionally high standards of quality at every stage. Strong holistic and strategic understanding, with high integrity.

Passionate about design as a powerful approach to problem solving and as a catalyst for positive social and environmental change.

WORK EXPERIENCE

aug. 07 – **The Oslo School of Architecture and Design (AHO).**

jan. 12 – Pro Rector and Head of the Institute of Design, Professor Visual Communication. Responsible for leading the Institute's masters programme, research, faculty and students. Teaches branding, visual communication, design management and more. Initiator, curator and implementor of student exhibitions, editor of Yearbook series.

aug. 06 – des. 11 **Gjøvik University College (HiG)**

Professor II Visual Communication, Institute of mediatedesign. Courses in Strategic Design.

aug. 04 – des. 06 **Bergen Academy of Art and Design (KHIB).**

Professor II Visual Communication, Main supervisor for Master's degree.

aug. 03 – **Rachel K.B. Troye, Strategic Design**, Oslo.

Designer and consultant. *Clients:* Bergen Academy of the Arts and Design, Aesthetic Clinic, Oslo Montessoriskole, Mepex Consult, Tone Wiik (musician/Sopran CD), Nora Farah (fashion designer), Voss Foundation, Sibelius Selskapet, Astrup Fearnley Museet, etc.

mai 95 – juni 03 **Enzo Finger Design AS**, Oslo.

Senior Designer, Project and team leader. Development and implementation of varied design projects, corporate design programmes and design guidelines. Responsible for project leadership, budgets, clients, coordinating teams and production. *Clients:* Heimen Konsernet (Heimen Husflid, Hotell Bondeheimen og Kaffistova), Meditron, Alharma, Forskningstiftelsen FAFO, Akerhus Energi, Akerhus Nett og Akerhus Kraft, Flytoget (The airport Express Train), Oslo 1000 År, SFT (Statens Forurensningstilsyn), Plan- og bygningsetaten, Bjørvika informasjonssenter etc

WORK EXPERIENCE CONT.

- mar. 92 – jan. 95 **Weiersmüller Bosshard Grüniger**, Agentur für visuelle Kommunikation, Zürich, Sveits.
Senior Designer. Development and implementation of varied design projects, corporate design programmes and design guidelines. Responsible for project leadership, budgets, clients, coordinating teams and production, *Clients*: CU Chemie Uetikon, Schoeller Textil, Swiss Reinsurance Co., Handelsbank Zurich, VBZ (Zurich's public transportation).
- mars 92 – feb. 95 **Freelance in Switzerland**: brand identity design. *Clients*: A. Vaccani & Partners Management Consultants, Niedermann (law firm), Scandinavian Style (clothes and design).
- mars 88 – des. 91 **Zintzmeyer & Lux, Corporate Identity Agentur**, Zürich, Sveits.
(now a part of Interbrand Zintzmeyer & Lux)
Junior Designer, Senior Designer from april 89, Teamleader from august 89.
From Concept to implementation of global Corporate Identity Programmes. Employment, leading and developing employees, project leadership *Clients*: BMW (Worldwide), ABB (Concern), Computer and Art 91, Ascom og Hirslanden private hospital group.
- 1982 – 1987 **Internships**: graphic design, photography and advertising
Communique A.S. Reklamebyrå, Oslo Norge. Fekene og Egge Marketing, Oslo, Norge.
Søderstrøm Reklame & Design, Oslo, Norge.
Photographer assistant for David Cluett fashion Photographer, Los Angeles, California, Anisdahl/Christensen Design & Kommunikasjon, Oslo, Norge.
Freelance: Corporate Design for packaging exhibit «20th Century Box» London, England.

EDUCATION

- oct. 13 – june 14 **UHR (The Norwegian Association of Higher Education Institution)**
Leadership education programme for Deans, Oslo.
- aug. 01 – des. 01 **BI, Norwegian Business School**, Oslo. «Economics for non-economists» (exam grade: 1.2)
- sept. 85 – juni 87 **London College of Printing**, (now London College of Communication) London, England.
«Bachelor of Arts Honours Degree» in graphic design.
Thesis on Corporate Identity Design, with «First Class Honours».
- sept. 84 – juni 85 **Academie Charpentier**, Paris, Frankrike. Foundation year in Graphic Design.
- sept. 80 – juni 84 **Duke University**, Durham, North Carolina, U.S.A.
BA in Psychology and French. «Deans List» «Class Honours», graduated «Cum Laudi».
- sept. 83 – des. 83 **Pepperdine University**, Malibu, California, U.S.A.
Exchange semester/internship with graphic design, advertising and photography.
- sept. 78 – juni 80 **Kent School**, Kent, Connecticut, U.S.A. «High School Diploma» with «Honour Role».
- sept. 73 – juni 78 **Saint Andrews High School**, Nassau, Bahamas. O-Levels, «Class Prefect» 1977 – 1978.

OTHER

- Board membership Cumulus** // Executive board member (2016 –)
(International organization for Art, Media and Design education and research).
- Centre for Connected Care** // an 8-year Norwegian Research Council (NFR) funded Centre for Research Driven Innovation. Member of board (2018 –).
- Bergen University, Faculty for Art, Music + Design** // Deputy board member (2017 – 2021).
- Centre for Service Innovation** // an 8-year funded Centre for Research Driven Innovation
Member of board (2012 – 2015) Stearing comitee for CC2015 project (2013 – 2015).
- Grafill Fond (Grafill – Norwegian organisation for visual communication + design)**
President of the board (2012 – 2017), member of the board (2011 – 2012).
- Grafill** // Vice Presiden executive board (2008 – 2011), member since 2005.
Initiator of a new Scandinavian Design organisation.
- Bergen Academy of Art and Design** // Board Member (1999 – 2004 and 2006 – 2010).
- Berge Sigval Bergesen DA** // 50% owner and board member (1993 – 2001).
Real estate company, mainly rental apartmentes in Oslo.
- Sensor, jury, expert panel** **KADK The Royal Danish Academy of Fine Arts, Schools of Architecture, Design and Conservation**, Expert panel evaluation of the BA and MA program in Design
Bergen University Sensor for BA + MA visuell kommunikasjon (2001, 2008, 2018).
Oslo National Academy of the Arts Sensor MA i visuell kommunikasjon (2010 – 2013).
Norwegian Design Council Jury Innovasjon prize for Inclusive Design (2014 – 2015)
«Sabla Bra» Advertising awards, Norsk Form Design Awards, Kreativt Forum jury
Artistic Research Programme, HiG, KHiB, AHO, expert panel divers professor positions
NOKUT (the Norwegian Agency for Quality Assurance in Education) expert panel.

DESIGN AWARDS

- Visuelt gull 1999** Flytoget NSB Gardermobanen AS – visual identity
Visuelt sølv 1999 Heimen Konsernet – visual identity
HSMAI pris 1999 Flytoget NSB Gardermobanen AS – visual identity
Brunelprisen 1998 Flytoget NSB Gardermobanen AS – visual identity (internasjonal rail/transportation prize)
Merke for God Design 1998 Flytoget NSB Gardermobanen AS – visual identity
Visuelt diplom 1998 Alharma – visual identity and design manual
Merke for God Design 1997 Alharma – visual identity and design manual
Visuelt diplom 1995 Christiania Kvartalet – visual identity and signage

REFERENCES

- Ole Gustavsen** mobil: +47 970 79 420 (present employer, Rector AHO)
Jonathan Romm mobil: +47 959 90 349 (previous employer, Head of the Institute of Design, AHO)
Ole Lund mobil: +47 950 31 453 (previous employer, Head of Programme, Media Design, HiG)
Enzo Finger mobil: +47 916 26 278 (previous employer and owner Enzo Finger Design)