

# Heather Besemer-Schulz

Brooklyn, NY  
heather.besemer.schulz@gmail.com  
www.besemer-schulz.com  
www.vanityproject.site

## Profile

### Designer | Creative Instigator | Material Explorer

Heather Besemer-Schulz is a designer and multidisciplinary artist working at the intersection of architecture, digital media, photography, and branding. She moves fluidly between disciplines, shaping a hands-on, exploratory, and concept-driven approach. Through storytelling, material experimentation, and iteration, she transforms ideas into unexpected and resonant works. Her design process is an evolving dialogue with materials, processes, space, and ideas—fueled by curiosity and a belief in design as both play and purpose.

Her career, like her design approach, has never followed a linear path. Instead, it is driven by her innate openness, a commitment to continuous learning, a willingness to challenge assumptions, and a desire to uncover new creative intersections. She thrives in dynamic, generative spaces that prioritize generosity, experimentation, and critical exchange—where ambiguity sparks discovery and ideas take shape through making, iteration, and dialogue.

## Education

Pratt Institute – Master of Architecture, 2023  
Cornell University – Bachelor's Degree

## Professional Experience

### Co-Founder | Vanity Project

Brooklyn, NY | May 2024 – Present

- Spearhead concept-driven installations merging architecture, photography, and branding to create innovative multimedia experiences.
- Direct material exploration and prototyping initiatives to expand form and narrative possibilities in architectural installations.
- Orchestrate end-to-end project execution, from research and fabrication to public presentation and documentation.
- Lead cross-disciplinary creative teams, fostering collaboration between designers, fabricators, and stakeholders.
- Implement comprehensive architectural and material design strategies, integrating advanced visualization techniques.
- Establish creative direction for print, digital media, and exhibition platforms.
- Develop compelling narratives through artist statements and grant proposals, securing funding and establishing conceptual frameworks.

### Graduate Assistant | "What is Design?" Graduate-Level Course

Pratt Institute | 2023 (Professors: Jonas Coersmeier & Gokhan Kodalak)

- Managed logistics for guest lecture series, including scheduling, speaker coordination, and event execution for seamless program delivery.
- Developed comprehensive speaker profiles and contextual materials to support faculty introductions and course themes.
- Facilitated effective communication channels between students and faculty, ensuring clear dissemination of course updates.
- Implemented systematic documentation processes for student work, maintaining organized digital archives.
- Provided detailed project feedback incorporating multidisciplinary perspectives in architecture and visual culture.

### Senior Retoucher | Sony Music / RRD

New York, NY | 2009 – 2020

- Collaborated with creative directors and recording artists to develop visual narratives for album releases and campaigns.
- Led high-end retouching and digital compositing projects, ensuring brand consistency across marketing materials.
- Enhanced visual storytelling through advanced color theory and digital manipulation techniques.
- Maintained cohesive brand identity across diverse marketing and promotional assets.

### Creative Professional | Various Locations

London, New York, San Francisco, Dublin | 1997–2009

#### Retouching & Post-Production

- Executed high-end retouching for major publications including Vogue, GQ, and ELLE, elevating fashion and beauty imagery.
- Established post-production workflows for editorial and commercial projects, implementing advanced color grading systems.
- Strengthened brand narratives through sophisticated visual enhancement and composition refinement.

#### Photography & Creative Direction

- Directed full-scale photoshoots across editorial, fashion, and fine art sectors, managing pre-production to final delivery.
- Developed creative concepts with clients and stakeholders to align visual narratives with brand objectives.
- Executed technical photography in high-pressure environments, ensuring exceptional image quality and creative vision.

#### Creative & Technical Support

- Managed on-set operations for high-profile fashion and music shoots, coordinating lighting and technical requirements.
- Designed and taught comprehensive 12-week photography courses at Cornell University, covering traditional and experimental techniques.
- Developed innovative course curricula integrating technical skills with creative exploration in analog photography.

## Technical Skills

### Design & Fabrication

- 3D Modeling & Computational Design: Rhino, Grasshopper, Revit, SketchUp, ZBrush
- Architectural Visualization: Enscape, KeyShot, photo-realistic rendering
- Digital Fabrication: 3D printing, laser cutting, RhinoCAM for CNC machining
- Material Research & Spatial Storytelling

### Creative Direction & Visual Communication

- Photography & Retouching: Capture One, Lightroom, Camera Raw, advanced compositing
- Graphic & Motion Design: Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects)
- Concept Development & Cross-Disciplinary Collaboration
- Digital & Physical Prototyping

### Computational & Emerging Technologies

- AI Design Tools: MidJourney, Runway ML, Veras, Fotor
- 3D Scanning: PolyCam, Meshmixer, Blender
- Environmental Performance Analysis: ClimateStudio, Ladybug Tools
- Interactive Media: MadMapper, Touch Designer
- Programming: Python for Rhino/Grasshopper