

Resumé 2015

Joachim Müller-Lancé

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Member ATypI, TDC NY

Design

1997-present **Principal, kame design**, San Francisco:

Information design, illustration, corporate identity, web and interface design, font design, typographic consulting. Clients include:

San Francisco: SonyEricsson; Netflix; Skidmore Owings & Merrill; Wired magazine; FontShop; Samsung America; Bank of America; Pentagram; C2 LLC; Hot Studio; M.A.D.; Digital Courier; Tokyo5.tv; Krav Maga SF; Strategic Visual Inc.; Hanger magazine.

US: Fangohr LLC; USA Network; Panasonic; Renegade Advertizing; Organic Online; Reebok; DocFactory; IBM Lotus Notes; Daily Makeover.

EU: Barclays Bank PLC, Portland Capital, London / UK; IWB Industrielle Werke Basel / Switzerland; Royal Post Club Hamburg / Germany; Norrlands Operan, Umeå / Sweden.

1994-1997 **Lead Information Designer, Barclays Global Investors**, San Francisco:

Art direction and design of 401(k) retirement and investment information:

Interface design: InvestWare and MarsWare financial planning software; and corporate web site.

Print design: content development, publishing concepts and design of investment materials.

Corporate identity redesign; conference identities and presentations.

1992-1993 **Principal, Müller-Lancé diseño gráfico / diseño electrónico**, Barcelona/Spain:

"Terrassa, 100 Years of Art and Culture": catalog and exhibition in conjunction with the 1992 Olympics.

"In Vitro - from fertility myths to the limits of science", Fundació Joan Miro: exhibition design.

Zimmermann Asociados S.L.: Redesign of the shields of Barcelona's districts.

Start-up of "cuatroSemanas", a political-cultural review from Le Monde, Paris.

Publish Magazine, San Francisco: Redesign of the 1040 US tax form: "1994 Grand Makeover".

1987-1991 **Senior Designer, The Understanding Business**, San Francisco:

Pacific Bell SMART Yellow Pages: Cover designs, information design and layout concepts, illustrations and pictogram systems.

The Taubman Company: Orientation systems for a nationwide chain of 20 shopping centers.

Type

SonyEricsson 2008-11:

SoMA, typeface superfamily of 20 styles/19,000 glyphs for SonyEricsson's electronic devices.

Graphis 351 / 2004:

Article on JML's typographic work by John D. Berry

Judge's Prize, Morisawa Awards 2002

International Typeface Design Competition, for Kanji typeface Mini-maru.

bukva:raz! 2002 ATypI type design contest in collaboration with the UN:

4 typefaces chosen in a selection of 100 typefaces worldwide, Certificate of Excellence.

Typebox LLC: co-founded online type foundry:

"unusual but useful" typefaces, and inspiring editorial content.

[Judge's Prize, Morisawa Awards 1999](#) and Honorable Mention,
for Shirokuro Nishi and Higashi, JML's first Kanji typeface.

[Gold prize, Morisawa Awards 1993](#),
for Lancé Condensed, JML's first typeface family.

[Published typefaces:](#)

Fleisch, Stenciletta, Oktal, Cortina families and Uppercut with Delve Fonts.

Owlphabet with Creative Market; Signal Signifier with Typebox.

FF Lancé Condensed family with FontShop International.

Shuriken Boy, Flood, Ouch: "Adobe Originals" with Adobe Systems Inc./Typekit.

Writing

["A look at shape and meaning"](#)

Creation of pictures vs. letters, for Typebox' catalog

["Design through entropy: Nothing is final"](#)

Public interface design, for AXIS magazine, Japan

["sanpo ni ikou yo"](#)

Vernacular street art in Japan, for Druk magazine, Belgium

["Improvement through ignorance"](#)

visionplus7 conference, Japan

["Investigations in the Beyond"](#)

"FUSE'98" conference, for PAGE magazine, Germany

["...this is Information..."](#)

Information design, for IdN International Designers Network magazine, Hong Kong, 1996.

Speaking

["Type High"](#):

Co-hosted TypeCon conference by S[o]TA, San Francisco 2004

["Kern Baby Kern" 1-3:](#)

Type design lecture series 2003, organized by Typebox LLC.

["Crossover type design culture: Designing Kanji with Western eyes":](#)

ATypI conference Rome and TypeCon conference Toronto, 2002

["With their own hands: Vernacular public design"](#)

Visionplus7 conference, Tama University Tokyo 1999

["10 years of improving information",](#)

["Type design 1983-1998: Consistency in leaps and bounds":](#)

Presented in various institutions in the US, Japan, Macau, France, Switzerland, Germany

Teaching

[Visiting teacher, École Supérieure des Arts Décoratifs](#) Strasbourg/France, 2003-2007:

1-week workshops on type design, 3rd and 4th year graphic design.

[Directed Study instructor, Academy of Art](#) San Francisco, 2004:

Pictogram system spanning new communication media, one postgraduate student.

[Graphic design teacher, Elisava School of Design](#) Barcelona/Spain, 1992-1993:

Two junior-level projects: Color found in the environment.

Two senior-level courses: Information design for calendar magazines.

Education

1986-1987 [The Cooper Union School of Art](#), New York: Studies in Video, Film and Painting.

1981-1986 [The Basel School of Design](#), Basel/Switzerland: Graduation with honors.

Five-year Graphic Design Program; studied with Armin Hofmann and Wolfgang Weingart.

1997– [JLPT](#) Japanese Proficiency Level 3