

SASHA ABRAM

I am a multidisciplinary designer and researcher with expertise in management, sustainability and strategy. I spent over a decade in fashion design, branding and visual merchandising. I use a human-centred approach in service design for social innovation with industry and community.

EDUCATION

Master of Design (Research);
Design for Social Innovation
UTS, Sydney
2014 – 2016

Master of Design (Coursework);
Sustainability, Strategy & Enterprise
Subjects: U:lab Entrepreneurship Lab;
Management & Organisations; Critical
Economies; Design Activism, GPA: 3.75
UTS, Sydney
2012 – 2013

Master of Design Management;
Pratt Institute, NYC
Deferred Enrolment
2010

Diploma French Language & Civilisation;
Distinction: 80%
Sorbonne University, Paris
2004 – 2005

Advanced Diploma Fashion Design;
2nd Place, Student of the Year 2003
Sydney Institute of Technology, Sydney
2001 – 2003

Secondary School;
UAI: 96.35,
155th in NSW for English
Kambala, Sydney
1986 – 1998

PROFESSIONAL EXPERIENCE

University of Technology Sydney, June 2016 (pending)
Global Studio Lab Leader Kythera

Undergraduate design studio on Mapping Controversies: neo-politics in Greece; International collaborations between UTS and Greek designers and businesses; Ancient and modern theoretical perspectives; In Athens and the island of Kythera.

Frontyard, Sydney 2016 – present
Researcher in Residence

Resident artists and researchers are inviting critical engagement with new kinds of making, collaborating and viewing of possible, probable and preferred shared futures, resilience building and sustainable practice.

Studio at the Edge of the World, 2016
Studio Participant

A 5-week international, interdisciplinary design Studio with Tony Fry in Launceston, Tasmania; Research, collaboration and an exhibition around Unsettlement, arising from socio-political crises such as war, colonialism and migration due to climate change and Sustainment through redirective practice.

Meld Studios, Sydney 2015 – 2016
Service Designer

Design research, semi-structured interviews and contextual enquiry; Analysis and synthesis of insights; Stakeholder workshops; Customer Journey Mapping; Organisational redesign and future visioning for some of Australia's largest telecommunication, financial and broadcasting institutions.

Designing Future Designers, Sydney December 2015
Workshop Participant

A group conversation on a framework for the Learning and Teaching for Sustainability report in design education; Facilitated by Yoko Akama, RMIT/DESIS-Lab Melbourne

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PROFESSIONAL EXPERIENCE

Sydney Design Week, September 2015

Panel Host: Reactivating Retail

Facilitation of a salon-style conversation around the radical redesign of the retail service; Panel: TEDxSydney founder Remo Guiffre; an urban planner and a Mirvac retail manager.

University of Technology Sydney, June 2015

Global Studio Lab Leader Kythera

A 2-week intensive on Social/Service design towards Sustainable Tourism on the island of Kythera, Greece; Design and implementation of studio objectives, course deliverables, travel logistics and student experience; this included building international collaborations between UTS and local designers, artists and businesses in Athens/Kythera.

Kaltjiti Art Centre, 2013 – 2015

Freelance Designer

Co-design and development of community-owned home wares line with an aboriginal art centre in central Australia; Selection of prints and fabrics, sourcing of factories, sample collections, branding and marketing strategy.

Flourish Festival, Sydney November 2014

Festival Organiser – Event Designer

In collaboration with Fashion Revolution AU/NZ and Green Ups, Flourish was an ethical fashion festival set over 5 days of creative whimsy and community learning; Design of a light installation with up-cycled crinolines from Opera Australia; installation of a community recycled rug project.

Kolding Design School, October 2014

International Design Camp: Welfare Design

A scholarship position awarded for a 2-week intensive program. Masters students partnered with Danish companies to design business solutions for an aging market segment.

University of Technology Sydney, July 2014

Global Studio Lab Leader Kefalonia

In partnership with the Plastic Pollution Coalition and the Drifter's project, UTS design students worked on the Plastic Free Island project; Co-curation of the student exhibition at the Ionian Centre for the Arts, 11th July 2014.

PUBLICATIONS

Abram S., Popin S., & Mediati B., 2016,
'Current States: mapping relational
geographies in service design'
Servdes Conference: Geographies
Aalborg Uni. Copenhagen, Denmark
24-26 May 2016 (pending)

Lorber-Kasunic, J., Leimbach, T.,
& Abram, S., 2013,
'The Politics of design: Exploring the
role of design-as-activism in Australia',
Cumulus Design Conference
NCAD, Dublin, Ireland. 7-9 Nov 2013

Abram, S. 2012,
'Sensemaking' in *Practicing: U.lab*
Handbook of Design Led Innovation,
Jacovich, J., Schweitzer, J. &
Edwards, M., Eds. Freerange Press,
Melbourne, Australia.

SKILLS

French (Fluent)
Spanish (Conversational)
Adobe Photoshop
Xero Software
Floristry
Baking

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PROFESSIONAL EXPERIENCE

University of Technology Sydney, 2012 – 2014

Guest Lecturer - Casual Academic

Undergraduate Interdisciplinary design tutor: Design Thinking; Design Futures; Researching Design History; Guest Lecture: Design Commons (May 2013).

Digital Eskimo, Sydney 2012 – 2013

Studio & Wellbeing Manager

Management of studio operations; Training in human-centred design and digital project management; Client and stakeholder management; Event programming and catering; Running the employee wellbeing program; Research into sustainable policies and supply chains; Studio bookkeeping including payroll, expenses, invoicing using Xero software.

Lee Mathews, Sydney 2010 – 2012

Designer – Visual Merchandiser

Trend research, fabric selection, design and development of Tilly ready-to-wear collection and accessories; Monthly window design and installation for 4 stores and David Jones stores nationally; Graphic design and branding: look book styling, postcards, mail-outs, and packaging; Online content management for 2 in-house blogs.

ABC Home, NYC 2009 – 2010

Social Responsibility Researcher

Extensive research on supply chain practices in textiles & furniture production, for “Goodwood” & “Goodthread” educational programs and vendor compliance with the Lacey Act; Creation of a “Buyers Handbook” with buying guidelines for ethical purchasing according to ABC social and sustainable values.

Cohen et Sabine, Sydney 2006 – 2009

Studio Manager – Assistant Designer

Trend research; Design; Management of local and international sample collections; Print development and graphic design; Sourcing of fabrics and trims; Garment fittings; Photography and layout of look books, selling tools & order forms; Production sketching and illustration; Organisation and promotion of sample sales; Press showings.

APPOINTMENTS

General Thinking, General Thinker
“General Thinking is a global network of thinkers and doers: creative, wise and engaged.” generalthinking.com
2015 - present

UTS, DAB Faculty Board Member
Post-graduate Representative
2014 - 2015

INTERNSHIPS

ABC Carpet & Home, NYC 2009
A Peace Treaty, NYC 2009
Pecler’s Paris, NYC 2009
Martin Grant, Paris 2005
Collette Dinnigan, Paris 2005
Sass & Bide, Sydney 2002
Mercedes Fashion Week, Sydney 2000
Vogue Australia, Sydney 1999

CONTACT

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