

# DANIELLE TROFE

## BIODESIGNER + BIOMIMICRY SPECIALIST

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### PROFESSIONAL EXPERIENCE.

FOUNDER + BIODESIGNER | DANIELLE TROFE DESIGN, LLC | BROOKLYN, NY | 2011 - PRESENT

**Founded and runs a multidisciplinary studio creating sustainable solutions at the intersection of science, technology and design**

- Designs using 3D modeling software, researches materials and technologies for incorporation into designs, develops concepts into prototypes, fabricates prototypes using 3D printing, manages fabrication by a 3rd party, tests prototypes and makes adjustments to design, launches new designs at international furniture fairs, museum exhibits and art galleries, develops designs into viable and scalable product-ready prototypes, produces short production run of designs, coordinates with manufacturers to produce furniture and lighting designs
- Promotes designs to media outlets, participates in design events and tradeshows, creates custom installations and exhibits for events and partner organizations, gives product presentations to architecture firms, creates all marketing material, creative director for product photoshoots, develops and maintains relationships with retailers, handles distribution of product and fulfillment
- Guest speaker, lecturer and panelist for various industry-based speaking engagements, including: Autodesk University, Cradle to Cradle, Museum of Art & Design, Disruptive Innovation Festival, Brooklyn Chamber of Commerce's Meet the Makers and The Lowline
- Manages all responsibilities of a small business: administration, bookkeeping, accounting, financial analysis, grant and funding research, website development and management, social media, public relations, marketing, and communication

VISITING INSTRUCTOR | PRATT INSTITUTE | BROOKLYN, NY | 2017 - PRESENT

**Creates curriculum and teaches studio course on biodesign for graduate level students**

- Course teaches biodesign and biomimicry basics, examines biomimicry case studies for products applications, explores current biotech production processes and concludes with students applying biodesign to create one of the following: a physical product prototype, an innovative systems thinking solution, or a new biomaterial/process that demonstrates these biodesign principles.

VISITING INSTRUCTOR | PARSONS THE NEW SCHOOL | NEW YORK, NY | 2019 - PRESENT

**Creates curriculum and teaches interdisciplinary course on biomimicry for undergraduate level students**

- Course introduces students to the principles, theory, process and practices of biomimicry. Examples from a broad-range of design perspectives are presented and students engage with biomimicry through project-based explorations looking at nature's form, function and ecosystems and emulating these deep principles and patterns to create well-adapted human services, interventions, processes and goods that better "fit in" on our planet.

### EDUCATION.

ARIZONA STATE UNIVERSITY

Master's of Science (M.S.) Biomimicry  
2016 - 2017 | 3.93 GPA

FLORENCE DESIGN ACADEMY

Master's of Arts (M.A.) Interior Design  
2008 - 2009 | 3.75 GPA

FLORIDA STATE UNIVERSITY

Bachelor's of Science (B.S.) Marketing  
& Entrepreneurship  
2008 - 2009 | 3.65 GPA | Cum Laude

### CERTIFICATIONS.

BIOMIMICRY SPECIALIST

Biomimicry 3.8  
2017 - Present

### JOB SKILLS.

PHOTOSHOP



ILLUSTRATOR



INDESIGN



PREMIERE PRO



FUSION360



RHINO



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## SELECTED BIBLIOGRAPHY.

Meredith Mendelsohn, "From Fungus to Lighting Fixtures," The Wall Street Journal, 2017.

<https://www.wsj.com/articles/from-fungus-to-lighting-fixtures-1489091768>

Eustacia Huen, "10 Hottest Products For A Luxury Green Home," Forbes, 2017. <https://www.forbes.com/sites/eustaciahuen/2017/01/31/10-hottest-products-for-a-luxury-green-home/#697d761e4f71>

Shinola, "These 4 NYC Entrepreneurs Are Proof That Hard Work Pays Off in a Big Way," New York Magazine, 2017. <http://nymag.com/thejob/2017/04/rising-entrepreneurs-tell-us-how-they-did-it.html?mid=twitter-share-thejob>

James Tate, "Growing a Lampshade," Industry Magazine, 2017 <http://industrym.com/growing-a-lampshade/?city=brooklyn>

Alexandra Wolfe, "Bright Ideas: The Design Awards of the Year," The Wall Street Journal, 2015.

<http://www.wsj.com/articles/bright-ideas-the-design-awards-of-the-year-1425058176>

"What are the Designs of the Year?" BBC News Magazine, 2015. <http://www.bbc.com/news/magazine-32016398>

Rich McEachran, "Take a Look Inside the an Eco Home of the Future," The Guardian, 2015.

<http://www.theguardian.com/sustainable-business/2015/feb/03/sustainable-home-upcycled-eco-friendly>

Tanza Loudenback & Christi Danner, "The Coolest New Businesses in NYC," Business Insider, 2015.

<http://www.businessinsider.com/coolest-new-businesses-in-nyc-2015-7>

Patrick Sisson, "A Green Table Lamp Grown from Mushrooms," Dwell Magazine, 2014. <http://www.dwell.com/product-day/article/green-table-lamp-grown-mushrooms>

Katie Bone, "Biodegradable Lamp Grows from Mushrooms," Interior Design Magazine, 2014. <http://www.interiordesign.net/articles/detail/35951-biodegradable-lamp-grows-from-mushrooms/>

Elizabeth Pagliacolo & Nelda Rodger, "Best of New York 2014: What We Saw and Loved," Azure Magazine, 2014. [http://www.azuremagazine.com/article/best-of-new-york-2014-what-we-saw-and-loved/?utm\\_term=%2B](http://www.azuremagazine.com/article/best-of-new-york-2014-what-we-saw-and-loved/?utm_term=%2B)

Suzanne Labarre, "Indoor Vertical Garden Waters Your Plants, So You Don't Have To," FastCompany, 2012. <http://www.fastcodesign.com/1663680/indoor-vertical-garden-waters-your-plants-so-you-dont-kill-them>

Joseph Flaherty, "This Lamp is Grown From Mushrooms," Wired Magazine, 2014. <http://www.wired.com/2014/03/lamp-made-mushrooms>

## EXPERTISES.

PRODUCT DESIGN

RAPID PROTOTYPING

3D MODELING AND PRINTING

WEBSITE & GRAPHIC DESIGN

MARKETING STRATEGY DEVELOPMENT & CONTENT CREATION

SOCIAL MEDIA MARKETING

BRANDING & RETAIL PACKAGING

PRODUCTION & FULFILLMENT SERVICES

ENTREPRENEURSHIP

BIOLOGICAL RESEARCH

WORKSHOP FACILITATION

DELIVERING LECTURES

## AWARDS.

INTERIOR DESIGN BEST OF YEAR AWARDS FINALIST | SHINING MOMENT

MUSHLUME INSTALLATION FOR 1HOTEL BROOKLYN BRIDGE, USA | 2017

TECHNICAL.LY INNOVATION AWARDS | SCIENTIST OF THE YEAR

BROOKLYN, NY | 2017

INTERIOR DESIGN NYCXDESIGN AWARDS FINALIST | PRODUCT CATEGROY: TABLE LAMP

MUSHLUME CUP LIGHT TABLE LAMP, USA 2016

CORE77 DESIGN AWARDS NOTABLE | PROFESSIONAL FURNITURE + LIGHTING

MUSHLUME LIGHTING COLLECTION, INTL. | 2015

LONDON DESIGN MUSEUM DESIGNS OF THE YEAR MUSHLUME LIGHTING COLLECTION, LONDON | 2015

A'DESIGN AWARD WINNER | FURNITURE

LIVE SCREEN, INTERNATIONAL | 2011

# DANIELLE TROFE

## SPEAKING ENGAGEMENTS.

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FIT INNOVATION IN SUSTAINABILITY CONFERENCE

BIOMATERIALS, BIOMIMICRY, AND REVERSING GLOBAL  
WARMING THROUGH EDUCATION AND EMPOWERMENT  
NEW YORK, NY | 2019

SXSW

THE FUTURE IS GROWN  
AUSTIN, TX | 2018

RISD BETTER WORLD X DESIGN

BIOMATERIALS + DESIGN  
PROVIDENCE, RI | 2018

WANTEDDESIGN BROOKLYN

SUSTAINABLE MATERIALS PANEL DISCUSSION  
BROOKLYN, NY | 2018

GENSPACE

THE FUTURE OF DESIGN IS BIOLOGY  
BROOKLYN, NY | 2018

BIOBASED LIVE

DESIGNING WITH SUSTAINABILITY IN MIND  
SAN DIEGO, CA | 2017

CRADLE TO CRADLE

MATERIAL SPOTLIGHT  
INTL ONLINE WEBINAR | 2017

DISRUPTIVE INNOVATION FESTIVAL

GROWING A NEW FUTURE IN DESIGN  
INTL ONLINE | 2016

LOWLINE LAB

GROWING WITH MUSHROOM MATERIALS  
NYC | 2016

BROOKLYN CHAMBER OF COMMERCE

MEET THE MAKERS PANEL DISCUSSION  
BROOKLYN, NY | 2016

AUTODESK UNIVERSITY

INNOVATION FORUM ON THE MAIN STAGE  
LAS VEGAS | 2015

MUSEUM OF ART AND DESIGN

PECHA KUCHA + DESIGN  
NYC | 2013

## EXHIBITS.

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WANTEDDESIGN MANHATTAN + BROOKLYN

HYDROPONIC VERTICAL GARDEN,  
SAND-POWERED HOURGLASS LAMPS,  
MUSHLUME LIGHTING COLLECTION,  
GROW LAMP  
NYC | 2012 - 2017

GROW: THE FUTURE OF MANUFACTURING

SOLO EXHIBIT: MUSHLUME LIGHTING  
PRODUCTION FOR 1HOTEL BROOKLYN  
BRIDGE  
BROOKLYN, NY | 2016

ICFF + NEOCON | MATERIALCONNECTION EXHIBIT

MUSHLUME CUP LIGHT TABLE LAMP  
NYC + CHICAGO | 2016

LONDON DESIGN MUSEUM

MUSHLUME LIGHTING COLLECTION  
LONDON | 2015

SXSW ECO

MUSHLUME CUP LIGHT SERIES  
AUSTIN, TX | 2015

BIOFABRICATE

MUSHLUME LIGHTING COLLECTION  
NYC | 2014

WORRELL SMITH GALLERY | LET THERE BE LIGHT

MUSHLUME LIGHTING COLLECTION  
NYC | 2014

BROOKLYN BOTANIC GARDEN

VERTICAL GARDEN INSTALLATION  
BROOKLYN, NY | 2013 - PERMANENT

SALONE SATELLITE | ISALONE

LIVE SCREEN  
MILAN, ITALY | 2013

BMW BORN ELECTRIC TOUR

VERTICAL GARDEN INSTALLATION  
BRYANT PARK, NYC | 2012