

# Veronika Egger

Owner / Director is-design GmbH  
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[www.isdesign.eu](http://www.isdesign.eu)



Information designer, specialist for quality evaluation and design of the user experience

Trained as a graphic designer Veronika has been interested in understandable and usable information throughout her career. Following her early years at Montafon Design in England she joined Philips Design Vienna as a product graphic designer in 1990. Seven years later she founded her own company *is-design*.

Her fascination with usability sent her back to school, to the University of Reading, where she completed an MSc on „Design and Management of Inclusive Environments“. Accessibility and inclusion widened the scope, extending her work from “classic” information design such as environmental signage, product or healthcare information to a more holistic approach towards interaction with environments. Veronika now combines her experience in information design, product design, user interface design and accessibility to create design solutions that work – measurably.

Among her clients are: architects, the Austrian Federal Railways, Vienna Public Transport, the Austrian Ministry of the Interior, the Vienna Hospitals Association, the Austrian Ministry for Social Affairs, Deutsche Landwirtschaftsgesellschaft DLG, pharmaceutical companies such as Merck, Bayer, Sandoz, and many more.

Veronika is a Board Member of the International Institute for Information Design (IIID) and Life Fellow of the Communication Research Institute (CRI). She co-founded design for all, an organisation promoting inclusive design in Austria and she leads the Experts Cluster Inclusive Design at design austria.

Veronika gives lectures and presentations on inclusive information design at international conferences, symposia and seminars.

is-design has been partner in several mobility research projects with a number of papers published on mobility and inclusive information design.

## Facts and figures

School	(I'd rather not talk about that)
1981–1983	Werbeakademie Wien, Grafik Design
1984	Move to England, taking on various jobs (care assistant, craft therapy, packing chocolates in an assembly line, waitress, translations)
1986–1988	Graphic Design Diploma at Derby University, UK
1988–1990	Montafon Design, Wirksworth, Derbyshire, UK
1990–1997	Product Information Design, <i>Philips Design</i> (later iR3), Wien
1996–1997	Leading an interdisciplinary Interface Gruppe for video und TV-video sets at iR3
1997–2007	Founding of <i>is-design</i>
2004–2008	MSc „Design and Management of Inclusive Environments“, University of Reading, UK
2006	Co-founding <i>design for all</i> , Centre for Inclusive Environmenets in Austria
2007	is-design becomes is-design GmbH
2012	co-founding the <i>benutz-bar</i>
since 2004	Board Member of International Institute for Information Design (IIID)
since 2013	President of <i>design for all</i>