Ines Keller
Brand and product designer, Zürich

Profile

I design the systems people use without thinking about them: the sign at the platform, the balance on the phone, the label on the pallet, the poster on the tram stop.

Practice

2019–	**Independent practice, Zürich** Identity, wayfinding, product, and editorial work for operators, institutions, and companies. One designer, with specialists brought in by project.
2021–	**Lecturer in typography, Hochschule Limmat, Zürich** One day a week. Second-year typography and a final-year studio on information design.
2015–2019	**Senior designer, Atelier Rheinsprung, Basel** Led wayfinding and identity projects, including sign families for two hospitals and a regional railway.
2010–2015	**Designer, Büro Hardau, Zürich** Corporate identity and annual reports. Learned print production on the press floor.
2006–2010	**BA Visual Communication, Hochschule Limmat, Zürich**

Services

Identity systems. Wayfinding and signage. Product design. Design systems. Editorial and information design. Packaging.

Selected projects

2025	**Transit wayfinding system, Verkehrsbetriebe Ostra** Replaced three inherited sign systems across 14 lines and 212 stops, reusing the existing posts.
2024	**Fintech mobile app, Halden** Product and brand for a business account that sets tax money aside on every payment.
2024	**Annual report, Genossenschaft Mittelwasser** 64 pages in two spot colours, with a water line that follows the reservoir through the year.
2023	**Concert hall identity, Konzerthaus Tonhof** Identity and poster system drawn from the hall's measured 2.1-second reverberation. 96 posters a season, set in-house.
2023	**Logistics design system, Kessel Freight** Shared language for dispatch software, warehouse handhelds, a customer portal, and 1-bit shipping labels.
2022	**Specialty food packaging, Sauerhof** Eleven labels for fermented foods, printed by letterpress in one colour per run and stamped by hand.

Selected clients

Verkehrsbetriebe Ostra, Halden, Konzerthaus Tonhof, Kessel Freight, Genossenschaft Mittelwasser, Sauerhof, Kantonsspital Linth, Stadtarchiv Altenrhein, Museum Werkraum, Seilbahnen Valtrun, Verlag Nordhang, Atelierhaus Sihlquai.

Languages

German, English, French. Working Italian.

Way of working

Clients deal with the person drawing the work from the first meeting to the last file. Every handover includes the files, rules, and templates a team needs to carry on without me.