

Pascal Strasche

Freelance UI/UX & Product Designer

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✉️ hello@pascalstrasche.com

Education

2009 - 2011

HAWK University of Applied Sciences and Arts

M.A. Interaction Design

2005 - 2008

HAWK University of Applied Sciences and Arts

B.A. Graphic Design

Skills

Product Design, UI Design, UX Design, Web Design, Mobile & App Design, Visual Design, Prototyping, Branding, Design Systems, Design Thinking, Design Strategy, User Research, HTML, CSS, CMS

Toolkit

Figma, Webflow, Zeplin, Sketch, Invision, Miro, Photoshop, Trello, Notion

Side Projects

2021 - present

WEBLANDER.IO

Designing and developing smashing landing pages with Webflow.

2019 - present

Product Design Resources

Curating a growing archive of 800+ design resources, weekly updated for the community.

Experience

2020 - 2021

Con Cubo

Senior Product Designer UI/UX (Freelance)

Designed from the ground up an SaaS tool that aims to visualize complex organizations in order to manage them.

2019, 2020 - 2021

XOM Materials

UI/UX Consultant (Freelance)

Iterated within the agile team on product solutions to digitalize Germany's steel industry.

2017 - 2018

ORBIT

Senior Product Designer UI/UX (Freelance)

Participated in various product discoveries and design sprints, where I was responsible for prototyping and designing apps for the real estate company Engel & Völkers and Germany's main railroad carrier Deutsche Bahn, among others.

2017 - present

Freelance

UI/UX Designer

Ongoing gigs for companies from a variety of different fields such as legal tech, conversion optimization, steel, web performance, flower design, fashion, human resources and paddel tennis. Designed numerous landing pages, several SaaS tools, web platforms and apps.

2011 - 2016

CELLULAR

Interface Designer & Art Director

As part of the design team, I designed the digital future of some of Germany's, Austria's and Switzerland's largest media and lifestyle brands and in particular their mobile app experiences incl. Red Bull, Tagesschau, ProSieben Sat.1, Playboy, Financial Times Germany, ORF, SRF, Neue Zürcher Zeitung, TUI Cruises, and many more.