

# Pascal Strasche

## Freelance UI/UX & Product Designer

🌐 [pascalstrasche.com](https://pascalstrasche.com)

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### 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.