

Curriculum Vitae —

Bryan V.B. Nee-Darko

Independent Art Direction & UX-Conceptual Designer

I'm Bryan V. B., a passionate and independent Art Director & (UX-) Conceptual Designer, driven to design experiences that cut through the noise — properly balanced for feeling & function.

Expertise

Independent Art Director & (UX-) Conceptual Designer

June 2019 — now

Working together with creatives, smaller & bigger companies as an Independent Art Director & (UX-) Conceptual Designer.

Freelance UX/UI Designer — Deutsche Telekom GmbH

June 2020 — now (exp. end: march 2021, till then with an utilization of 25-50%)

Together with a team of product owners, designers and developers I support different product teams which are developing a new B2C platform called »Kundencenter«. The »Kundencenter« platform allows customers to easily manage their Telekom-contracts and Telekom-products. They also are able to analyse their bookings and take decisions based on data in order to optimize their own product-performance. I was led by the global UX-Director of Deutsche Telekom GmbH.

Tasks: User research, data analysis, UX-architecture, conducting design sprints, prototyping, user testing, design system development, collaboration in sprints with the developers, re-evaluate & recreate designs.

Freelance Senior Designer Expert — Deutsche Telekom AG

April 2020 — May 2020

I was invited to join a team of design experts to take part in different design sprints for *resetting the visual tone* of Deutsche Telekom AG on products, their different packaging and for their corporate- and marketing communications. Together we've developed the so-called »*Liquid Brand Design*« for Deutsche Telekom GmbH. The »*Liquid Brand Design*« is set to form the backbone of *Telekom's* brand's visual language. It enables to communicate appropriately, depending on the type of content, target group, and medium, while at the same time ensuring the recognition of the brand itself.

Tasks: Benchmarking, concept & strategy, user journey mapping, HMW questionings, design sprints, design systems and prototyping.

Freelance Art Director & Consultant — DESIGNPLUS (Agency)

2019 & 2020

Various and different design concepts for »*DESIGNPLUS*« clients (e.g. *Falke, s.Oliver, the Outletcity Metzingen*). Starting with design creative concepts, guidelines, landing pages, physical showrooms.

Tasks: Concept & strategy, user journey mapping, HMW questionings, design sprints, design systems.

Freelance UX/UI Designer — Deutsche Telekom GmbH

October 2019 — January 2020

As a UX-designer whose *long-ago-background* is an education as an *electronics technicians for automation technology* (Robert Bosch GmbH) I was able to support both, Telekom's *User Experience Hub* and a construction company *Leonhardt Weiss* who was selected to bring »*Fiber to the Home — FTTH*« to the Telekom-customers, and at the end; the customers itself.

The main task was to build a B2B & B2C platform (»*Infrastructure Build Tool*«) for the communication of all three pillars; Telekom AG, Leonhardt Weiss and the Telekom-Customers. With the tool any of the three pillars were able see — at any time — how all the ongoing tasks are set and built. At the end the »*Infrastructure Build Tool*« is a 360° process-tracking and communication platform — for all the »*FTTH*« projects in Germany, carried out by Deutsche Telekom GmbH.

Tasks: User interviews, concept & strategy, ux-architecture, user journey mapping, HMW questionings, design sprints, design systems, prototyping and testing.

Art Director & Conceptual Designer — BANAUTEN (Agency)

September 2019 — now

Various and different design-, video-, social media concepts & strategies for *BANAUTEN* and their clients (e.g. *Mercedes-Benz*, *Mercedes-AMG*, *Disney Deutschland*, *Ritter Sport*, *ghd*, *Flexopus*). Starting with workshops, creative concepts, design guidelines, landing pages, web-apps, shows, photo- & video shoots.

Tasks: Concept & strategy, user journey mapping, HMW questionings, design sprints, design systems.

Freelance Art Director — Breuninger

August 2019 — September 2019

Together with photographer & creative director Michel Comté and a part of the creative- & brand department of »*Breuninger*« (a german luxury retailer) we've created an entirely new retail environment and branding aesthetics. Every year the team develops an all new visual tonality.

The outcome topic was »*Gardens of Beauty*« — a bold but simple, yet exquisitely executed decorative scheme with a high and fascinating impact on passerbys.

Tasks: Benchmarking, concept & strategy, user journey mapping & design sprints.

Art Director — STRICHPUNKT DESIGN (Agency)

June 2019 — August 2019

In this short time of period I was the lead art director for the client Audi — a german car manufacturer. My tasks were completely different, but it always had one thing in common; creating brand experiences and strategies for different stakeholders. Employees (from c-level management to interns, applicants, alumnus) and of course — brand lovers.

Tasks: User interviews, future of mobility concepts, communication topics, journey mappings, design systems & physical mockups.

Art Director — LIGANOVA & ZEITGEIST Group (Agency)

September 2014 — May 2019

Once started as an intern I was allowed to conceptualize and design a museum for the client »ABUS« and its 75 years of existing, a security tech company based in Bochum, Germany. After 6 months I joined the corporate communications department of »LIGANOVA« where I learned and gained my main design skillset. Brand building and taking sights into the future of everyday life (mobility, beauty & health, travel, hospitality) were my main topics and conceptual designs.

Tasks: User interviews, future topic concepts & strategies, journey mappings, design systems, prototyping, mockups and testings.

Skills

Creative- & Art Direction, Conceptual Design, Strategy, Design Systems, Information Design, UX Design, UI Design, User Research, Prototypes & Mockups.

Tools

UX Methods, Figma, Sketch, Adobe Creative Cloud / Suite, Invision, Miro.

Submitted on: www.vincentblendwick.com