

Multi-talented **Brand and UX/UI Designer** skilled in branding, digital experiences and visual communication, with **7+ years** of agency and in-house experience. Highly self-motivated with exceptional communication skills, a strategy-oriented creative mindset and strong attention to detail.

WORK EXPERIENCE

Senior Designer, Yoti Nov 2017 – Dec 2019 London

Responsible for branding across B2B and B2C touchpoints. Worked with product teams to create UI design and brand communication for product releases. Created content strategy and campaigns for marketing projects. Developed brand guidelines and asset libraries for digital and physical channels.

- ✓ Designed the online and in-store experience for the first digital form of ID, accepted at 12.000+ companies and UK stores.
- ✓ Increased customer engagement by refining the strategy, brand vision and content design for a business-focused website and product marketing.
- ✓ Greatly improved qualitative user feedback for marketing landing pages and R&D projects.
- ✓ Collaborated to establish and roll out the brand design system across web, app and print touchpoints.

Art Director, Dennerlein Oct 2014 – Aug 2017 Frankfurt, Germany

Responsible for delivering branding and web design projects for major airline clients and publishing houses. Leading creative projects across digital and physical channels. Main focus: Art direction, UI design, Illustration, Motion Design and Storyboarding.

- ✓ Successfully rolled out a new website and brand refresh for one of the world's top 5 leisure airlines, leading to a 15% increase in online revenue. Included brand guidelines, design libraries, landing pages, and email newsletters.
- ✓ Fast-paced work creating animations and infographics for social media channels.
- ✓ Created icon guidelines and the design of over 600+ branded icons for Germany's largest airline.
- ✓ Design for 20+ websites and landing pages creating wireframes, visual design, UI, animations and supporting development to launch.
- ✓ Art directed multiple animated explainer videos.

Brand Designer, Self-Employed Jul 2014 – Oct 2014 Remote

Brand development and web design for a law firm. Managed and developed WordPress website. Art directed photoshoot.

Junior Art Director, ANY Aug 2013 – Jul 2014 Mainz, Germany

Designed websites, marketing collateral, advertising, and high-quality print publications for clients in the performing arts sector. Advanced photography retouching and compositing.

EDUCATION

Communication Design (BA) Oct 2009 – Jun 2013

University of Applied Sciences Mainz, Germany

Communication & Multimedia (2 terms) Oct 2005 – Jun 2006

University of Coimbra, Portugal

OTHER EXPERIENCE

Personal sabbatical Dec 2019 – Jul 2020

Travelled across China, Japan and Thailand volunteering and working on personal projects including photography, writing and illustration.

RECENT COURSES

Future of Branding Week Live 2020

Future London Academy

Webflow Masterclass 2020

Ran Seagal

AWARDS

Art Directors Club Bronze Award

Junior Competition 2014

DDC (German Designer Club) Award

Future category 2014

SKILLS

- ✓ Brand Identity, Art Direction, UX/UI Design, Web Design, Visual Design, Motion Design
- ✓ Workshops, Presentation, facilitating feedback, mentoring designers
- ✓ Content design, Tone of voice
- ✓ Development support and print production

- ✓ Photo-retouching and compositing
- ✓ Creating design systems, brand guidelines and asset libraries
- ✓ Detail-typography, Typeface Design
- ✓ Fluent in English, German, Portuguese

TOOLS

- Adobe Photoshop
- Adobe XD
- Origami
- Adobe Illustrator
- Sketch
- G-Suite
- Adobe After Effects
- Webflow
- Apple Keynote
- Adobe Dimension
- Invision
- HTML & CSS
- Adobe InDesign
- Flinto
- Cinema 4D (basics)

PERSONAL INTERESTS

- Technology
- Cycling
- Film
- Design trends
- Interior design
- Solo travel
- Illustration
- Music production
- VR / AR