

KATHRIN ROTH

UX Designer

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SKILLS

Competitive Analysis
Trendresearch
User Surveys
User Interviews
User Personas
Affinity Mapping
Card Sorting
Information Architecture
Paper Prototyping
Wireframing
Highfidelity Prototyping
Userbility Testing
Branding
Graphic Design

TOOLS

Balsamiq
Figma
Sketch
InVision
Axure
Photoshop
Illustrator
InDesign
Keynote

LANGUAGES

German, *native*
English, *fluent*

EXPERIENCE

Freelance Brand Designer for a nutrition Start Up

MAY 2020 - TODAY

SPICEWISE in Munich, Deutschland

- Developed together with the three founders the brand *SPICEWISE*, a Start Up selling a set of natural spices with an supportive effect on your daily performance.
- Created a visual concept for the Logo and Packaging Design

Senior Brand & Packaging Designer for OTC & food brands

JUNE 2017 - MAY 2020

elbedesigncrew in Hamburg, Germany

- Was responsible for the brand *Sarotti Chocolate* by creating new packaging design concepts, adapting new product lines within the corporate guidelines, researching on competitors, supervising the food shootings.
- Supervised the daily business projects for the private labels of *PENNY* by setting timings for the Junior Desinger and giving feedback on the designs
- Creating visual concepts for new business products of clients as *Sarotti, PENNY, LIDL & Rausch*. See project [here](#).
- Redesign *elbedesigncrews* keynote templates for client presentations to optimize the intern workflow. Creating a template library.

Designer for *Aldi NonFood*

JULY 2016 - DEC 2016

Young Generation in Hamburg, Germany

- Creating packaging design concepts for *Aldi Nonfood* Products.
- Managing the printing process.

Intership & Junior Designer for

NOV 2014 - MAI 2016

Syndicate Design in Hamburg, Germany

- Worked on packaging design projects for *Omega Pharma, Ferrero National and International, Tchibo, & Maggi*.
- Supported the Design Team with research on the target group and competitors and with the crazy input of a just graduated design student.

EDUCATION

Professional education User Experience Design

MAY 2020 - NOV 2020

Career Foundry, e-learning

- Completed a six months online fulltime course guided by an UX mentor.
- Designed the mobile applications *FishCast* covering problem statement, research, ideation, prototyping to testing and iterations. See project [here](#).

Bachelor of Arts Visual Communication

APR 2010 - APR 2014

HAW Hamburg, Hamburg

- Four years study with a special focus on information design and typography.