

Profile

Multidisciplinary UX designer with a professional background in Visual & Spatial Design, and Design Management, provides skills in creation and organisation of design thinking thoughts into user-centred products.

Focuses on UX research and full scope interactive prototyping to create inclusive solutions. Strives to integrate abilities and evolve mutual growth with an employer to develop products and services to make people happy.

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native German & fluent English

Berlin, DE

Skills

Research

Competitive Analysis
User Interviews &
Surveys
Data Analysis
User Personas
Task Analysis & Flows
Content Audit
Heuristic Evaluation

Design

Design Thinking
Wireframing &
Prototyping
Information
Architecture
UI & Visual Design
Motion Design
Communication

Tools

Figma, Sketch, Adobe XD
ProtoPie, Framer, Principle,
Webflow, HTML, CSS
Photoshop
InDesign
Illustrator
After Effects
Rhino 3D, Cinema 4D

Experience

Exe. Sr. Design Manager - Brand Design Europe

C&A Mode GmbH, Düsseldorf | Sep 2018 - Sept 2019

Managed a team of 11 international creatives, and agencies, to develop a holistic brand experience by channelling and directing the creation of Windows, Digital, POS, Retail Design, Photography and Packaging.

Conceptualised and developed store communication design system, for i.a. navigation and digital touchpoints, allowing quick implementation improving customer experience and with it conversion rate.

Implemented new continuing design workshops, i.a. creative huddles and project sprints, with direct effects on collaboration, outcomes and efficiency in stakeholder communication.

Retail & Visual Designer, Art Director - Creative Services

C&A Mode GmbH, Düsseldorf | Mar 2018 - Sep 2018

Conceptualised and designed new temporary Shop-in-Shop Areas, i.e. Swimshop and Summershop, with a high increase of conversion & sales rate, as well as customer experience.

Established, in collaboration, C&A Home as a new sustainability subbrand to close the gap with competitors. Conceptualised and designed in-store concepts and directed photoproductions.

Art Director & Retail Designer - Creative Services

Freelance for C&A Mode GmbH, Düsseldorf | Sep 2017 - Mar 2018

Conceptualised and designed marketing communication, shop-in-shop and in-store assets for the brand's new sustainability movement #WearTheChange to grow customer awareness and brand image.

Art Director

Self-employed, Düsseldorf | Jan 2012 - Sep 2017

Executed full scope commercial photoproductions from concept consulting to on-set direction and postproduction planning. Including art buying, casting and controlling.

Created and produced designs and imagery for print and digital consumer-goods campaigns. Held client and agency negotiations and production outcome presentations.

Creative Supervisor

Freelance for Michael Berger Photography, Düsseldorf | Jan 2012 - Sep 2016

Supervised all creative processes for photo and film productions including concept development, storyboards, set design, and retouch.

Designed portfolio products, i.a. books brochures websites and newsletter which led to a continuing increase in bookings.

Digital Supervisor

Freelance Europe, USA, South Africa | Jan 2010 - Aug 2015

Supervised all digital processes and developed look&feel during photo and film productions.

Education

UX Design Immersion

Carreer Foundry, Berlin | May 2020 - Oct 2020

UX/UI Certification with over 850 hours of mentor assisted learning and practising.

Outcome Case Study "What is their problem?" a digital product for mental health therapy.

Bachelor Studies in

Retail Design, Communication Management, Business Administration

University of applied sciences PBSA Düsseldorf, SRH, IUBH | Jul 2012 - Aug 2018

Not graduated because of job interferences and job opportunities.

Baccalaureate Design

Wilhelm Wagenfeldschule für Gestaltung, Bremen | Sep 2007 - Jul 2009

Studied craftsmanship for digital and analogue design disciplines, i.a. photography, sketching, copper etching and packaging design.

Clients

Aldi Süd
Galeria
Kaufhof
Esprit
P&C West
FashionId
Review

Birkenstock
Takko
C&A
KL ruppert
Gerry Weber
Karstadt
Krügerol
NSK europe

Agencys

SSDF
Moradis
Ogilvy
Adcetera
Grey
Sahler
Steinle

melches

Office 12
Barthelmess
Nhb
Schweitzer
B&S

Destinations

Dusseldorf
Miami
Capetown
Berlin
Hamburg
Los angeles
Lisbon

New York
Switzerland
Austria
Stockholm
Netherlands
Canary islands
Mallorca
San Francisco