



CONTACT

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ABOUT

Experienced UX/UI designer based in London. Born in Germany, efficiency and punctuality flows in my blood (allegedly).

WORKFLOW

- Create a user profile based on past google analytics data, create personas and user stories, interview audience groups, focus groups or conduct surveys
- Work closely with clients and developers from start to finish of the project to ensure high usability and best outcome
- Creating wireframes, user flows and sitemaps to visualise how users should move through the system
- Creating usable prototypes using UXpin, Justinmind or Adobe XD
- Designing all interface elements, using colour, light, contrast, and texture to demonstrate hierarchy and/or attract attention, making sure that the product communicates location, actions, changes in state, and errors
- Briefing developers on user experience and user interface, ensuring pixel-perfect work in both usability and design
- Conduct user tests during wireframe, design and/or development stage



EMPLOYMENT HISTORY

● **MASS1** APRIL '14 - PRESENT

DIGITAL DESIGN LEAD - UX/UI

- Working as the design lead for a digital agency, managing a small team of designers
- Conducting research, designing wireframes, user flows and sitemaps, creating prototypes, designing user interfaces and leading lab testing
- Worked with clients such as Unite the Union, Disasters Emergency Committee, The Labour Party, The People's Operator and the Careers and Enterprise Company
- Redesigned an online magazine for Unite the Union that doubled visitors and increased sign ups by 29%.
- Created an app for black cab drivers (on behalf of Cab Trade News) to calculate their earnings and export reports on a regular basis
- Designed an in-house print tool for Unite that simplifies communication and ordering process of print documents
- Successfully launched a knowledge base for the Disasters Emergency Committee that reduced enquiries by 16%

● **FLYING GADGETS**

AUGUST '13 - APRIL '14

WEB & GRAPHIC DESIGNER

- Leading the website redesign which simplified the use of the online shop and resulted in an improvement of customer relations
- Responsible for the design and development of all print and web design materials
- Create graphics to meet specific commercial or promotional needs, such as packaging, brochures, web banners, newsletters and catalogues
- Maintain website, online shop and all social media

● **KREATIV KONZEPT**

OCTOBER '11 - MARCH '12

GRAPHIC DESIGN INTERN

- Responsible for graphical works such as brochures, websites, image manipulation and editing, general advertisement
- Communicating with customers and printers via E-Mail and telephone



EDUCATION HISTORY

● **MIDDLESEX UNIVERSITY**

OCTOBER '12 - JULY '13

GRAPHIC DESIGN B.A. – 2.1

● **COLOGNE DESIGN ACADEMY**

SEPTEMBER '09 - SEPTEMBER '12

COMMUNICATION DESIGN

DIPLOMA – FIRST

● **MAXIMILIAN KOLBE GYMNASIUM**

SEPTEMBER '00 - JULY '09

ABITUR, EQUIVALENT TO

A-LEVELS