

# Berufserfahrung

Web and Graphic design

11/2022 - heute

## ***LUY GmbH***

### **UI/UX Engineer & Design System Specialist**

Strategic development of the UI as well as building and scaling the design system. Conducting UX tests and systematic evaluations together with clients to continuously optimize the user experience.

04/2022 - 09/2022

## ***Fashion ID KG***

### **Senior UI / UX Designer**

Conceptualization and further development of the online shop with a focus on user experience and conversion. Responsible for the design system in Figma and managing related projects.

06/2017 - 03/2022

## ***E. Breuninger GmbH & Co.***

### **Senior UI / UX Designer**

Concept and design of app and online shop. Development and maintenance of the design system, including style guide, with a focus on scalability and consistency across all digital touchpoints.

02/2015 - 05/2017

## ***Holy AG / Outletcity Metzingen GmbH***

### **Senior Art Director & UI / UX Designer**

Responsible for the concept and further development of outletcity.com as well as the entire brand identity. Led photo shoots and post-production (retouching) to ensure a consistent visual appearance.

09/2013 - 01/2015

## ***Netformic GmbH***

### **Senior Art Director / Lead Creative Digital**

Led the design team and was responsible for the concept, implementation, and quality assurance of digital projects. Central interface to clients on both strategic and operational levels.



Geboren am 28.02.1982  
in Ruit Ostfildern

09/2007 - 02/2008

## ***Panama***

### **Praktikum Design**

Design of POS, CI, posters, brochures, catalogs, and flyers for clients such as Intersport, Breuninger, Mercedes, Porsche Tennis Cup, Tatonka, Mammut, and Kübler.

## ***Ausbildung***

09/2005 - 07/2009

## ***Merz-Akademie Stuttgart***

Diploma Designer FH

09/2004 - 06/2005

## ***Freie Kunstschule***

Design studies

10/2003 - 06/2004

## ***Instituto Europeo di Design***

Fashion Design Studies

## *Own projects*

Web and Graphic design

03/2011 - 07/2018

### *Typostrate*

**CEO & Author**

Built and established an internationally successful design blog with over 170,000 followers. Curated and published content on contemporary typography and design.

09/2010 - heute

### *Goldesign*

**CEO / Product Manager**

Development of corporate identities and brand appearances in print and digital. Managed projects including direct client communication and responsibility for execution and quality.

## *Frühere Projekte*

Web and Graphic design

03/2010 - 09/2013

### *edelight GmbH*

**Senior Web and Graphic designer**

Conceptualization of digital platforms and social media presence. Responsible for visual communication and print products.

06/2012 - 09/2013

### *Mädchenflohmarkt*

**Senior Web and Graphic designer**

Initial concept and relaunch of the platform. Development of corporate identity and all marketing materials.

09/2011 - 11/2012

### *RegioHelden*

**Senior Web and Graphic designer**

Concept and design of digital products as well as development of brand and communication materials.

## *Skills*

### *Adobe*

Adobe XD  
Photoshop  
Illustrator  
Indesign  
After Effects

### *UX / UI*

Figma  
Sketch  
Invision Studio  
Axure  
Zeplin  
Craft

### *Prototyping*

Flinto  
Protopie  
UXPin  
Principle  
Origami

### *Wireframes*

Moqups  
draw.io  
Balsamique  
Just in Mind  
Proto.io