



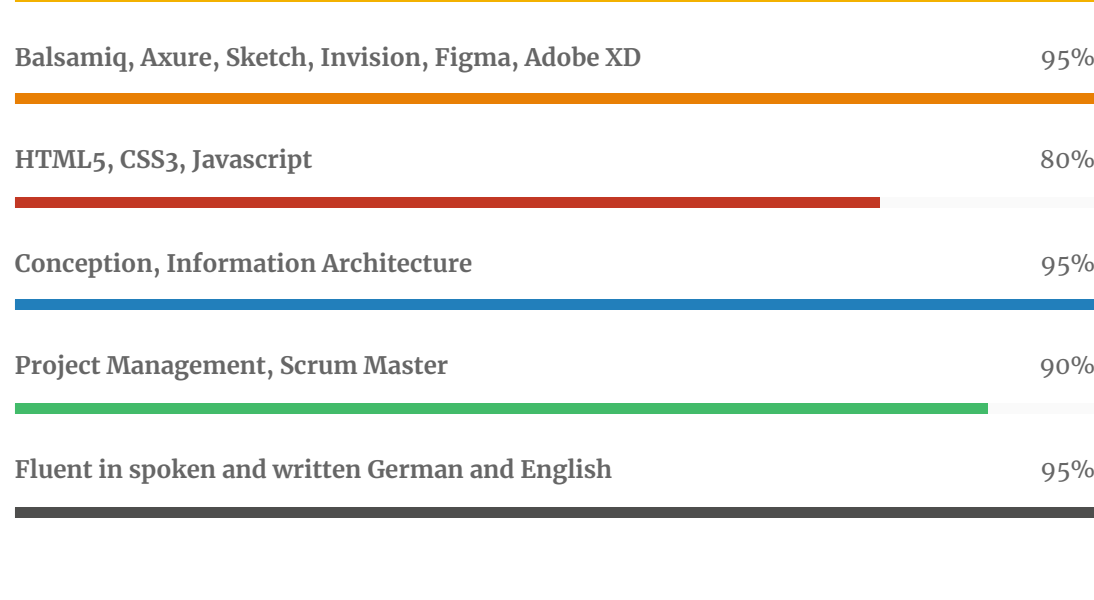
# UX/UI Designer



## Who I Am and What I Do.

Everything flows... Hi... I'm Felix, a highly motivated chap with 23 years of experience in User Experience Design, User Interface Design, Webdevelopment, Information Architecture, Webdesign and Concept Mapping. In my world it is all about communication - visually, logically, technically, emotionally and empathy has become my most important skill. I am truly a digital native and grew up as a child with collaborative programming, audiovisual design and abstract information architecture challenges. In my career I've worked with big brands of many sectors of the global economy and I am used to a wide variety of project management styles, but my heart belongs to scrum. My digital production environment is constantly shifting, adapting to the latest productivity tools and paradigms. Check out my experience section, my work and let's get started on your project!

## My Main Skills.



## Work and Experience.

### 10 Years

2013 - 2023

#### UI/UX Design, Conception, Information Architecture

I worked as an UI/UX Designer, Conceptor and Information Architect in small startups and big digital media agencies like BBDO Interone, Sapient, Serviceplan and Publicis in Munich and Berlin and for brands like IBM, Microsoft, Sky, BMW, Audi, Daimler, T-Mobile and Allianz. I am used to work in German and English speaking teams using Scrum, Git repositories and remote collaboration. I am also a **certified scrummaster**.

### 23 Years

2000 - 2023

#### Screendesign

My career began with Photoshop screendesigns and small Flash and HTML projects right after the internet bubble burst in 2000. It was not the easiest entry into the freelance webdesign business these days, but I loved the freedom within!

## Services

#### Information Architecture

Information architectures are in the websites we use, the apps and software we download, the printed materials we encounter, and even the physical places we spend time in. I love to get all of this right.

#### Web Development & Design

HTML5, CSS3 and Javascript are my primary tools and I like clean code and I closely follow the rapid development of the frameworks [jQuery, Bootstrap and AngularJS].

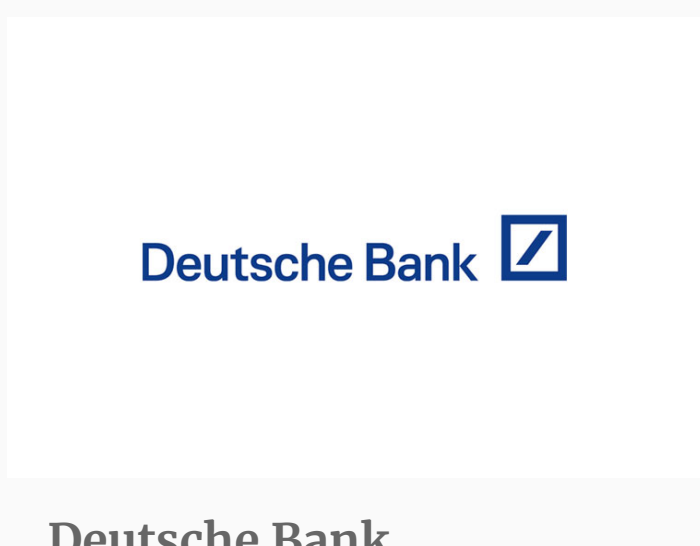
#### Conception / Mapping

A concept map in software development is a way of representing relationships between ideas, images, or words. This can get quite complex and abstract. I use tools like Axure, Balsamiq, Sketch and Invision.

#### UI/UX Design

I really spent some years designing and using websites and apps. The user experience stood always in the center of my attention. I love to use tools like: Axure, Balsamiq, Sketch and Invision.

## Sample Projects

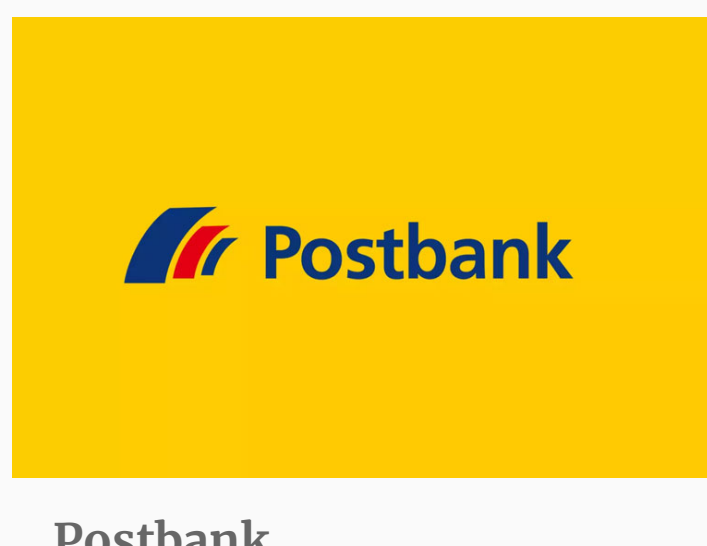


### Deutsche Bank

2018 - Home Savings Concept

Conception of the website area Home Savings.  
Skills needed: User Experience Design, User Interface Design, Conception, Information Architecture, Sketch, Balsamiq.

[www.deutsche-bank.de](http://www.deutsche-bank.de)



### Postbank

2018 - Credit Card Finder

I was working for the Postbank to develop a concept for the website area Credit Card Finder.  
Skills needed: User Experience Design, User Interface Design, Conception, Information Architecture, Sketch, Balsamiq.

[www.postbank.de](http://www.postbank.de)

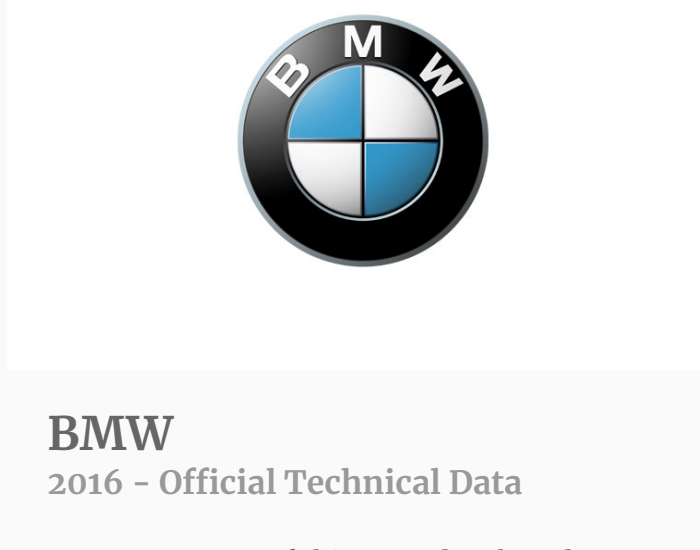


### Siemens

2020 - Siemens

I worked for die agency Virtual Identity AG as a Lead UX Designer on the redesign of the B2B sales platform from Siemens AG.  
Skills needed: User Experience Design, User Interface Design, Sketch, Invision, Invision DSM, Project Management

[mail.industry.siemens.com](http://mail.industry.siemens.com)



### BMW

2016 - Official Technical Data

In an IBM team of thirty we developed a responsive database driven B2B web-application for the collection, processing and distribution of bmw-vehicle related data. Skills needed: UI/UX Design, ExtJS, Axure, HTML5, CSS3, Javascript, Scrum, Design Lead

[www.bmw.de](http://www.bmw.de)



### Consorsbank

2017 - Web Applications

I was working for Consorsbank as a UX Designer to help develop several B2C and B2B web applications.  
Skills needed: User Experience Design, User Interface Design, Conception, Information Architecture, Adobe XD, Sketch, Invision.

[www.consorsbank.de](http://www.consorsbank.de)



### Audi

2016 - Global Brand Portal

For SapientNitro Munich in cooperation with Razorfish Berlin we developed the Global Brand Portal for Audi, which was designed to work within a new cms system, the Adobe Experience Manager. Skills needed: UI/UX Design, HTML5, CSS3, Javascript, JQuery, Bootstrap, Handlebars, GreenStock, ScrollMagic, Git, Grunt.

[www.audi.de](http://www.audi.de)

## Project history

07/2022 - 07/2023	<b>Lynqtech</b> I worked for Lynqtech as a UX Consultant Project included: UX consulting, inventory of the existing UI, conception/adaptation of the UX, challenge and document user flows, Support in the development of a UX standard <a href="http://www.lyng.tech/">www.lyng.tech/</a>
01/2022 - 07/2022	<b>Zalando</b> I worked for Zalando as a UI/UX Designer and Design System Specialist. Skills needed: User Experience Design, User Interface Design, Figma, Conception, Workshop design <a href="http://www.zalando.com">www.zalando.com</a>
05/2021 - 12/2021	<b>BSH - Bosch Siemens Haugeräte</b> I worked for the agency Digital-Fixelpark for the customer Bosch Siemens as a UI/UX Designer on a set of white label master templates. Skills needed: User Experience Design, User Interface Design, Figma, Conception, Workshop design <a href="http://www.bosch-home.com">www.bosch-home.com</a>
01/2021 - 05/2021	<b>BestSecret</b> I worked for BestSecret as a UX Specialist on the further development on their Apps and Website <a href="http://www.bestsecret.com">www.bestsecret.com</a> . Skills needed: User Experience Design, User Interface Design, Sketch, Invision, Abstract <a href="http://www.bestsecret.com">www.bestsecret.com</a>
12/2019 - 08/2020	<b>Siemens</b> I worked for die agency Virtual Identity AG as a Lead UX Designer on the redesign of the B2B sales platform from Siemens AG <a href="http://mail.industry.siemens.com">mail.industry.siemens.com</a> on which all Siemens industry products are traded. This platform is with 8 billion euro sales annually almost as big as Ebay. Skills needed: User Experience Design, User Interface Design, Sketch, Figma, Invision, Invision DSM, Project Management <a href="http://mail.industry.siemens.com">mail.industry.siemens.com</a>
07/2018 - 03/2019	<b>Diva-e</b> I was working for Diva-e as a UX Conceptor and UX Designer to help develop several web applications for the clients Postbank, Deutsche Bank and Norisbank. Skills needed: User Experience Design, User Interface Design, Conception, Information Architecture, Adobe XD, Sketch, Invision. <a href="http://www.diva-e.com">www.diva-e.com</a>
07/2017 - 06/2018	<b>Consorsbank</b> I was working for Consorsbank as a UX Designer to help develop several B2C and B2B web applications. Skills needed: User Experience Design, User Interface Design, Conception, Information Architecture, Adobe XD, Sketch, Figma, Invision. <a href="http://www.consorsbank.de">www.consorsbank.de</a>
02/2017 - 6/2017	<b>Sky</b> I was working for Sky as a UX Designer, Conceptor and Information Architect to help develop several web applications in a complex, dynamic team structure. Skills needed: User Experience Design, User Interface Design, Conception, Information Architecture, Axure. <a href="http://www.sky.de">www.sky.de</a>
01/2017 - 02/2017	<b>Bundesagentur für Arbeit</b> I was working for the Bundesagentur für Arbeit as a UI/UX Designer to help develop the BA website in a big scrum structure of 90 team members. Skills needed: User Experience Design, User Interface Design, Conception, Axure. <a href="http://www.arbeitsagentur.de">www.arbeitsagentur.de</a>
07/2016 - 11/2016	<b>IBM / BMW Group</b> I was working for IBM within the BMW-project OTD-Next as a Design Lead, to help develop a B2B web application that collects, manages and distributes vehicle-associated data. Skills needed: HTML5, CSS3, Javascript, ExtJS, Less, Axure, Scrum, Design Lead <a href="http://www.ibm.com">www.ibm.com</a>
06/2016 - 07/2016	<b>Bavarian State Ministry for Food, Datenwerk GmbH</b> For the Bavarian State Ministry for Food, Agriculture and Forestry the Datenwerk GmbH I designed and produced a sub page. Skills needed: HTML5, CSS3, Javascript, Less, Photoshop. <a href="http://www.kern.bayern.de">www.kern.bayern.de</a>
03/2016 - 05/2016	<b>Bavarian State Ministry for Food, Datenwerk GmbH</b> For the Bavarian State Ministry for Food, Agriculture and Forestry the Datenwerk GmbH I respnsified a web application - the F&E-Atlas. Skills needed: HTML5, CSS3, Javascript, Less, Symfony, Twig, Unbutu, Git Bash, Virtual Box, Vagrant. <a href="http://www.kern.bayern.de/FuE-Atlas/">www.kern.bayern.de/FuE-Atlas/</a>
02/2016 - 03/2016	<b>Bosch / Fischer, Knoblauch &amp; Co.</b> For Bosch I developed an animated HTML5, CSS3, Javascript voiceover educational Software. Questions about the technological history of Bosch can be answered by drag&drop, multiple choice or slider. All together 55 movies with a running time of 120 minutes. Tools: Adobe Edge, Adobe Animate CC. <a href="http://www.bosch.de">www.bosch.de</a>
01/2016 - 02/2016	<b>Audi / SapientNitro, Razorfish</b> We developed the Global Brand Portal for Audi, which was designed to work within a new cms system, the Adobe Experience Manager. Skills needed: HTML5, CSS3, Javascript, JQuery, Bootstrap, Handlebars, GreenStock, ScrollMagic, Git, Grunt. <a href="http://www.audi.de">www.audi.de</a>
04/2015 - 12/2015	<b>Unity3d Usergroup Munich</b> Just for fun I developed a physics based browser game with Unity3d. Skills needed: Unity, Javascript, Unityscript, Git.
01/2015 - 03/2015	<b>Daimler</b> Mobile website with a truck return form, a realtime database connection and offline functionality for tablets. Skills needed: JQuery mobile, Javascript, UX/UI, HTML5, CSS3. <a href="http://www.daimler.de">www.daimler.de</a>
08/2014 - 10/2014	<b>Omnea GmbH</b> Responsive Website. Design and production. Skills needed: Bootstrap, Adobe Edge Animate, Javascript, JQuery, Photoshop, HTML5, CSS3, SEO, SEA. <a href="http://www.omnea.de">www.omnea.de</a>
01/2014 - 02/2014	<b>BMW Group</b> In a team of ten we developed a the BMW Car Configurator for foreign markets like Brazil. Mostly we used a BMW-Intern Javascript framework. Skills needed: HTML5, CSS3, Javascript, JQuery, AngularJS, Scrum, Git, Grunt. <a href="http://www.bmw.de">www.bmw.de</a>
01/2013 - 01/2014	<b>Geoproduct</b> In this database driven startup I was responsible for operations and lead design. We created a worldwide database for agricultural products like wine and cheese. In a small team we developed a dynamic directory website for global geoproducts. Chief Operating Officer, Lead Designer, Scrummaster. <a href="http://www.geoproduct.com">www.geoproduct.com</a>
01/2011 - 07/2011	<b>BMW Group</b> Frontend development for the new BMW Car Configurator. That was fun! In 20 Scrum teams with a total of 150 javascript developers we produced a new car configurator. Skills needed: HTML, CSS, Javascript, Scrum. <a href="http://www.bmw.de">www.bmw.de</a>
01/2010 - 07/2011	<b>Kabel Deutschland, public orange GmbH</b> Microsite and Landingpage. Skills needed: Adobe Flash. <a href="http://www.kabeldeutschland.de">www.kabeldeutschland.de</a>
01/2011 - 05/2011	<b>BMW Group</b> Flash Landingpage. Skills needed: Adobe Flash, Actionscript. <a href="http://www.bmw.de">www.bmw.de</a>
10/2010 - 01/2011	<b>Microsoft</b> Flash development in Actionscript for a Microsoft contest microsite. <a href="http://www.microsoft.de">www.microsoft.de</a>

## Brands I've Worked For.

