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## CURRICULUM VITAE

### AREAS OF EXPERTISE

**Interface-/ User Experience Design.**

### Experience

**The Learning Group | Sydney, Australia | 9/2007 – present**

#### INTERFACE / INTERACTION DESIGNER

Interface design, prototyping and production of e-Learning solutions for clients such as AMP, Allianz, Deutsche Bank, Defence, Queensland Transport.

- Designed and produced e-Learning interfaces and interactions for various clients
- Closely cooperated with instructional designers and developers to assure high quality outcomes
- Developed generic style guide for e-Learning courses

**University of Newcastle | Newcastle, Australia | 8/2006 – 09/2007**

#### WEB USER EXPERIENCE DESIGNER

Conceptual development and interface design for the re-branded launch of the University's web site (Launched 04/2007).

- Conducted high level content inventory
- Analysed web analytics and developed primary personas
- Liaised with different stakeholders and brand agency to gather business and brand requirements
- Designed high level information architecture
- Developed design concept/framework (wireframes & interface) for migration into new CMS
- Helped to optimise university wide search by analysing search logs, developing best bets & search interface design paradigms

**Tactics Consulting Pty Ltd | Sydney, Australia | 6/2005 – 8/2006**

#### DESIGN CONSULTANT

Interface design and prototyping for e-Learning solutions for clients such as Blackmores, KAZ, Ernst & Young, Commonwealth Bank, ResMed and Transport Infoline.

- Designed e-Learning interfaces for various clients according to brand
- Documented interface design specs for overseas development
- Supervised production to assure high quality outcomes
- Conducted usability/ design integrity reviews of web sites (heuristic evaluation)

**Gambit Group Pty Ltd | Sydney, Australia | 3/2005 – 6/2005**

#### GRAPHIC / WEB DESIGNER

Graphic Design of marketing material, advertising, POS packs and website designs.

**Freelance | Germany/Australia | 12/2004 – 03/2005**

#### WEB/ INTERFACE DESIGNER

Corporate Design and Web Design for "Exchange\*ME", an online barter platform in Berlin, Germany.

**Vodafone - Group Marketing | Düsseldorf, Germany | 7/2004 – 12/2004**

#### USER EXPERIENCE DESIGNER

Mobile User Experience Design for future services of mobile appliances. The work included conceptual development (use cases, requirements, specification and task flows) in cooperation with the different Vodafone services and other vendors such as NOKIA and Siemens.

- Liaised with different stakeholders and service managers
- Conducted workshops with service managers to evaluate existing group management concepts
- Designed one integrated/unified group management approach across existing services
- Delivered and presented report on strength and weaknesses of proposed group management concept

**University of Newcastle | Newcastle, Australia | 3/2004 – 6/2004**

#### GRAPHIC DESIGNER

Design, development and production of marketing communications involving concept development and the application of these design solutions across all media.

**Freelance | Newcastle, Australia | 6/2003 – 3/2004**

#### GRAPHIC / WEB DESIGNER / EXPLORER

Web Design for the Hunter Valley vineyard "Gabriel's Paddocks", tutoring German and exploring the antipodes.

## Experience

Continued

**Cutup GmbH, Bertelsmann Media Company | Cologne, Germany | 12/1999 - 4/2003**

### INTERACTION / INFORMATION DESIGNER

Interactive Media Designer, in charge of Web, Interactive Media and Interface design projects, including the development of conceptual basis for the Sheikh Zayed Knowledge Center in the United Arab Emirates. Other clients: Bertelsmann, Bertelsmann Foundation, Arvato, Deutsche Telekom, Wolters Kluwer, Microsoft and RTL (Radio Tele Luxembourg) among others.

**Freelance | MBP (Michael Basche & Partner) | Cologne, Germany | 1/1999 - 9/1999**

### GRAPHIC DESIGNER

Art Direction and graphic design for special interest motor-sport magazine for Ford. Responsibilities included design and pre press. (print run 10000, 5 times/year)

**Freelance | Cologne/Düsseldorf, Germany | 1995 - 1999**

### GRAPHIC/ INTERFACE DESIGNER

Graphic Designer, working for advertising agencies (DMB&B D'arcy Masius Benton & Bowles, Düsseldorf & Agentur Butter, Düsseldorf) and others. Interface consultant and prototyping for WDR (West German Radio).

### Internships

- » **Leo Burnett - Starship** | Frankfurt am Main, Germany | 08 -10/1998
- » **RTL - Television Köln**, broadcast design, Cologne, Germany | 1996
- » **Cutup mixed media**, media design GmbH | Cologne, Germany | 1995
- » **DMB&B Imparc**, advertising agency | Düsseldorf, Germany | 1994 - 1995
- » **Bildwerk**, digital film design and post-production | Frankfurt/Main, Germany | 1994

## Education

**KISD - Köln International School of Design | Cologne, Germany | 10/1995 - 6/2001  
(former University of Applied Science, Department of Design)**

### DIPLOM DESIGNER

Interdisciplinary Diploma in Design, focusing on design as a holistic process, and mastering different approaches towards the successful completion of the project/product.  
Degree Project: Personalised Library Information Environment (conducted by Prof. Gui Bonsiepe).  
Conceptual and research work on the use of adaptive methods in digital libraries - design of information architecture and interface schematics.

**CTEH Holon, Design Department | TelAviv, Israel | 9/1997 - 3/1998**

exchange semester

## Skills

### LANGUAGES

German » native | English » fluent | Italian » basic

### SOFTWARE

Expert: Adobe CS3 (InDesign, Illustrator, Photoshop, Fireworks, Acrobat), BBEEdit, OmniGraffle, Microsoft Visio, Office, Excel, Power Point, and fair knowledge of Html and CSS.

Intermediate: Adobe AfterEffects, Dreamweaver, Flash

E-Learning: Articulate, Mohive, Smart Assist (smart@ss)

Platform: Apple Macintosh and PC

### PERSONAL

- > strong analytical, conceptual, research and problem solving skills
- > good communication, organisational and interpersonal skills
- > experienced with multi-disciplinary and cross-cultural team environments
- > excellent formal presentation skills
- > passion for creating engaging user experiences
- > ability and willingness to learn.

## Memberships

The Interaction Design Association - [www.ixda.org](http://www.ixda.org)

The Information Architecture Institute - [www.iainstitute.org](http://www.iainstitute.org)

## URL

<http://www.nomatrix.net>