

ANNA SCHÖLZEL

UX DESIGNER

UX Designer based in Düsseldorf with a background in UI, branding, digital advertisement and a B.A. in Communication Design. Skilled at finding user centric solutions by applying design thinking processes. Experienced working in an agile development environment.

RECENT UX PROJECTS

LEMONADE WEB APP / UX DESIGNER/RESERACHER

02/2021 - 06/2021

- Applied a user-centered design process and mobile-first approach to design a Therapy Finder Web App that assists people in finding the right professional.
- Conducted a competitive analysis and applied research methods like user interviews to create personas, user flows/journeys and sitemaps.
- Designed and tested a mid fidelity prototype. Created high fidelity screens and prototypes with Figma rooted in user feedback and a visual design and style guide.

LANGUILI MOBILE APP / UX DESIGNER/RESERACHER

01/2021 - 02/2021

- Conceptualized a mobile app that empowers people to learn new vocabulary and keeps them motivated over a long period of time.
- Created a mid fidelity prototype after having conducted user research, a competitive analysis, created user personas and usability tests.

WORK EXPERIENCE

DESIGNER FREELANCE / UX, UI, BRANDING

08/2021 - 01/2022

- Working on projects in the fields of UX, UI and branding.
- Currently creating a visual idenity and website for a waste water consultant.

SESO MEDIA GROUP / DIGITAL DESIGNER

11/2017 - 10/2020

- Created and redesigned the UI of several of A1's digital touch points.
- Visually conceptualized and designed dynamic digital advertisement systems to help clients address their customers more personally.
- Visually maintained Volkswagen Austria's social media accounts.
- Accompanied A1's rebranding in 2018 by adapting the new visual guidelines to numerous digital products.
- Wireframing and prototyping for several clients like Kwizda Agro and AbbVie.
- Branding, logo design, illustrations, visual concepts and campaigns.

BLANKSCHMIDT / DESIGNER FOR BRANDING AND EDITORIAL DESIGN

11/2015 - 12/2016

- Created branding concepts for several clients.
- Conceptualized a social media guide for A.S.98.
- Designed lookbooks, assisted at photoshootings and with location scouting.

GREY SOUTH AFRICA/ DESIGN INTERN

08/2015 - 10/2016

Worked on integrated advertisement campaigns and editorial design.

BLANKSCHMIDT / DESIGN INTERN BRANDING AND EDITORIAL DESIGN

10/2014 - 02/2015

EDUCATION

UX DESIGN IMMERSION / CAREERFOUNDRY

01/2020 - 06/2020

Completed a 600+ hours intensive user experience design training program

COMMUNICATION DESIGN B.A. / FH AACHEN

09/2010 - 07/2015

ABITUR / NORBERT GYMNASIUM KNECHTSTEDEN

2007



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UX SKILLS

User Research
Competitive Analysis
User Interviews
User Personas
User Flows/Journeys
Information Architecture
Wireframing & Prototyping
Usability/Preference Testing
Branding
Style Guides & Design Systems

TOOLS

Sketch
Figma
InVision
Balsamiq
Adobe CC
Usability Hub

SOFT SKILLS

Problem Solving
Analytical Thinking
Active Listening
Creative Thinking
Open-mindednes

LANGUAGES

German (Native)
English (Fluent)
Spanish & French (basic)

INTERESTS

Design & Art
Psychology
Yoga, Meditation
Volleyball
Sustainability
Politics, Economics
Digital Innovation