



Personal data

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UX Designer

With additional qualification as UX designer with practical experience in creative processes and in handling the required tools. Who works in a goal- and solution-oriented manner with technical understanding and brings in „out of the box thinking“. Who has gained work experience in different industries and environments that have contributed to a strong sense of internal and external communication, organisation and structuring of work. Who wants to optimally fulfil customers and company goals with innovative solutions.

UX-Design skills

Competitor Analysis
 User research
 IA Information Architecture
 Wireframes & Prototypes
 Usability Tests
 Reporting

Tools

UX-Design

Adobe XD
 Balsamiq
 Figma
 Marvel
 Google Surveys
 Conceptboard
 Flowmapp
 Optimalworkshop
 Usabilityhub
 Umfrageonline

CAD & 3D

Solid Works
 Rhinoceros
 KeyShot
 Vectorworks

Graphic & Photo

Illustrator | InDesign
 Photoshop | Corel Draw

Office & Administration

Word | Excel | Power Point
 Lexware
 JTL-WMS | JTL-Wawi

Languages

German - Native language

English - Level B2

UX/UI Projects

05/2021- 11/2021 **PlutoPay** Web App Application - CareerFoundry Case Study

- Application for execute and managing financial transactions
- Apply and running through the complete Design Thinking Process with applied a user-centered design process and mobile-first approach to design a responsive web app
- Conducted competitive analyses, user interviews, surveys, and A/B testing to gather invaluable research data and develop personas, user flows, and sitemaps.
- Designed high-fidelity screens, mockups, prototypes, and a style guide based on stakeholder requests and end-user feedback.
- <https://hannes-seidel.de/plutopay>

05/2021- 11/2021 **Ella** vocabulary learning Flashcard App
 - CareerFoundry Case Study

- Flashcards learning app with quiz functions and learning progress indicator
- Competitor - & User Research, User Interviews, Persona, User flows & IA, Wireframing & Prototyping (Low), Usability Testing & Improvements
- <https://hannes-seidel.de/ella>

Significant projects

09/2011 - 02/2017 **GLZ House** - Communication Design, Product Design, Interior Design, Light Design

- Development of a guidance system with an atmospheric concept for the new building of the health and performance centre in Münster
- <https://hannes-seidel.de/glzhouse>

Work as a designer

10/2018 - 12/2020 **Freelancer Designer**

- CAD Modeling and Creating product concepts
- Photoshop introductory course at business customers
- Design of digital / print media for process optimisation of sales and production of furniture
- Co-design print catalog, layout and image editing

Awards

with SOE Mediabag

- <https://hannes-seidel.de/soe-mediabag>

11/2017

Nominated State Award Manufactum – Participant State Exhibition

- <https://www.staatspreis-manufactum.de/staatspreis-se/staatspreis-2017>

06/2017

Core77 Design Awards

Category:

Furniture & Lighting

Award - Student Notable -

- <https://designawards.core77.com/Furniture-Lighting/64216/SOE-Mediabag>

Vocational training

10/1999 – 02/2003

Apprenticeship toolmaker Specialization: Stamping and forming technology

– Ross & Kübler Sachsen GmbH 09350 Lichtenstein

07/2017 – 03/2019

Industrial Designer

(Freelancer since 10/2018)

– Markus Widmann Licht Design 80796 München



- General lighting design for a café, a publishing house, larger offices and private houses among others. These include presentations and sampling.
- Design, construction, calculation and technical implementation of luminaires and their accessories such as the recessed wall luminaire see my portfolio for an international project: <https://hannes-seidel.de/wandeinbauleuchte> From the design to the purchase of materials and the external production of parts to the internal assembly of the luminaire, everything was created, organised and coordinated by me. Special challenges were the selection of the right LED module, the design of the optimal beam angle for the light output as well as the interchangeability of the accent sheet.
- Consultation and sale of luminaires, their accessories and the associated processing
- General graphic activities such as maintenance of internetpresence, creation of luminaire data sheets, etc.

04/2013 – 06/2017

Designer / Seller / Marketing Manager / System Administrator / Sales Manager

– Westside Große-Streine & Schulte GbR 48143 Münster

www.snowshop.de / Westside Retail

- Maintenance of the webshop, better categorisation and item description led to annual sales increases
- Design of newsletters and promotional slides, which increased the newsletter sign-up rate by a third
- Organisation of the incoming goods department, the warehouse team and collaboration
- Active cooperation in the digitalisation of the warehouse which contributed to an increase in efficiency and reduced the error rate by 95%
- Order processing in the CRM system, order and complaint processing
- Seller

06/2011 – 03/2013

Production helper/ Workshop management

– Markus Widmann Licht 80796 München

- Production of series luminaires
- special luminaire construction, among others, the special illuminated ceiling construction of the Spicery restaurant in Munich: <https://www.spicery.asia>, where I was involved in the development, production and assembly. Today, the Spicery is a well-known trendy restaurant that attracts visitors with its ambience and atmosphere.
- Customer assembly, independently and as part of a team, both for private individuals and companies
- Workshop management, organisation of work, allocation of assistants

Education

05/2021– 11/2021

Certificate UX Design

– CareerFoundry: Berlin (Englisch; online Course)

Degree: Certificate in User Experience Design

- A 6 - month intensive course for UX Designers, specialising in UX forms and methodology, data and research-based design approaches, as well as prototyping, wireframing and website optimisation.

09/2011 – 02/2017

Studies: Design, focus on product – FH Münster FB: Design

Degree: Bachelor of Arts