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## CARRER OVERVIEW

I have 10 years of experience in web design with a range of clients including small private companies, medium sized e-commerce shops, and large online magazines. My main focus is on design, usability and SEO optimization.

In addition to website design I also have experience in a variety of online and print design including logo design, corporate branding, newsletters, emails, banner ads, and printed collateral. I have worked both with existing brands and created new identities.

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## IN CASUAL WORDS

First and foremost I am a Multimedia Designer who places a focus on engaging and user friendly design. I do not code myself, however I have spent the last 10 years working side by side with front end developers, backend developers and information architects, so I know what it takes to create a successful website that moves quickly from concept to production.

While my career focus has been on interactive design, I have experience and I am quite happy to work in a variety of media, both interactive and print. Ideally, I see myself as a member of team, inspiring each other and working together like the cogs of Swiss watch.

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## EXPIRIENCE

since May 2007

Senior Web Designer | *Haymarket Publishing* | London, UK

I worked closely with an information architect to develop wire frames and design concepts to effectively translate established magazine brands to the web. I collaborated with the UI and development teams to visualize my designs. To ensure a quality user experience all designs were thoroughly tested and modified based on the testing results. Other responsibilities included concepting and designing newsletters, and banner ads. Regular meetings with clients to determine project needs and to present new and modified designs were another key responsibility of this role.

Overall Goals: I played a key role in establishing a new design process to minimize rework and efficiently move from concept to site launch. An important part of this new process was to work closely with in-house publishers and editors to create a trusting partnership based communication and collaboration. Also, as a senior designer I directed and mentored junior and freelance designers.

Projects: Redesign of *Campaign*, *Media Week*, *BrandRepublic* (partly redesign) *Marketing*, *Marketing Direct*, *Management Today*, *Horticulture Week*, *Children & Young People Now...*

>| for the full list of projects please visit my website

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## SKILLS

Photoshop ..... advance  
Image Ready ..... intermediate  
Illustrator ..... advance  
In Design ..... intermediate  
Flash ..... intermediate  
Action Script ..... basic  
HTML / CSS  
Coding ..... basic  
HTML / CSS  
Understanding ..... advanced  
MS Office ..... intermediate  
Mac and PC environment

## TECHNICAL SKILLS

Conceptual and usability oriented thinking, SEO experienced, eye for details, typography, white space and image quality.

## SOCIAL SKILLS

Friendly, respectful, open minded, flexible, proven multitasking ability, funny, passionate.

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## THE PROOF | stats after relaunch

### Management Today

June 06 ..... 1 909 page views  
Jan 09 ..... 178565 page views

### Horticulture Week

July 08 ..... 29 593 page views  
Jan 09 ..... 165 811 page views

### Media Week

October 08 ..... 1 188 page views  
November 08 ..... 64 215 page views

### Marketing

November 08 ..... 4 page views  
Jan 09 ..... 32 759 page views

### AV interactive

May 08 ..... 3 page views  
January 09 ..... 32 567 page views

### Children & Young People Now

June 06 ..... 1 654 page views  
December 08 ..... 179 931 page views

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2004 - May 2007

**Freelance for web and print** | various clients | in UK, Italy, Germany, Austria & Switzerland

During this time period my main clients was Zeppelin IT, one of the top 3 agencies in the area of Merano Italy. I worked as the lead web designer in a medium sized team, creating medium sized websites, large portals, and reservation, booking, and ecommerce systems. SEO, usability, and brand continuity all played important roles in determining the final designs.

Additionally, I worked on a variety of interactive, print, and branding projects for other clients including *1 & 7*, *Werbecompany*, *Gerd Thomaseth*, and *Capitol Café*.

>For a complete list of clients and projects please visit my website

2002 - 2004

**Web Designer** | | *Webby* (Bolzano, Italy)

I joined this small IT company as to be their only designer and I was soon in charge of the design direction for all of their clients. My primary duty was web design, however other responsibilities included corporate branding, photography, emails and banner ads.

1999 - 2002

**Freelance for web and print** (as a window dresser) | various clients | in Augsburg and Munich, Germany

Clients: *Unid Design*, *Berger Bader Hermes...*

>| for more references, please visit my website

## EDUCATION

1996 - 2001

**Multimedia Design**

*University for Applied Sciences* (Fachhochschule), Augsburg, Germany

Degree:

Dipl. Designer Multimedia (FH), Bachelor

Study abroad

September 1999 - February 2000  
*University of central Lancashire*,  
Department: Computing, Preston, UK

Internship

March 2000 - August 2000  
*orange-digital*, Multimedia Agency,  
Munich, Germany

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## INTERESTS

People, music, designy things, social networking, photography, travelling