

# CURRICULUM VITAE

## PERSONAL DETAILS

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Date of birth 03.01.1982  
Citizenship Austria



## WORK EXPERIENCE

- 08/2021 - 05/2024 **UI/UX DESIGNER - Peschke Design GmbH**  
Web- & software design in the industrial sector as well as creating app interfaces (B2C) from concept to final product, styleguide care & improvement, design reviews  
Maintenance and further development of the existing company website, social media content
- 09/2013 - 07/2021 **UI & BRAND-DESIGN - Freelance work**  
Creation of design concepts in the field of webdesign - flowcharts, wireframes, defining specifications & style guides, high-fidelity prototypes, usability testing & usability reviews  
Brand development for international clients - translation of vision and brand identity, cd-conform appearance for all media
- 01/2018 - 01/2021 **MEDIA DESIGNER - HTL Baden, Malerschule Leersdorf**  
Brand redesign, new school website (design, development, maintenance and optimization)  
promo video for trade fairs and internal events, creation of cross-media advertising campaigns, folders for training directions and graduate association  
Co-supervision of the Erasmus project "Europameister" and its brand design
- 08/2016 - 01/2017 **UI/UX DESIGNER - JAGGAER**  
Concept & design solutions for the web-based software „Jaggaer direct“ in the areas of supplier management, e-procurement, quality management, etc.  
Agile software development with scrum, optimization through usability reviews
- 03/2010 - 08/2010 **MEDIA DESIGNER - BestSurf Network GmbH**  
Creation of various advertising materials such as image folders and web banners, development of an online news portal
- 07/2005 - 08/2007 **MEDIA DESIGNER - Swiss Life Select Österreich GmbH**  
Partly responsible for the cd-conform advertising presence in Austria, design of business documents (contracts, image folders and presentation maps), signage, banners, roll-ups and on-/offline ads  
Responsible for the visual appearance of the company's child foundation
- 02/2003 - 06/2005 **MEDIA DESIGNER - Agentur Halwax KEG**  
Image editing of sports photography, creation and optimization of several websites, digitalization and retouching of analogue picture material at high-end sector
- 08/2001 - 01/2002 **JUNIOR GRAPHIC DESIGNER - Vurglics & Partner GmbH**  
Final artwork and preparation of print data such as cigarette and food packaging

## EDUCATION

- 09/2007 - 08/2013 **STUDY OF INDUSTRIAL DESIGN - University of Applied Arts Vienna**  
Engineering sciences programme  
Concept development for Audi, T-Mobile, Telefunken, Arcelic & Beko  
Product design as well as design of processes and procedures  
Technology - material knowledge and design principles  
Art theory - history and theory of design, form and semiotics  
Prototyping - rapid prototyping and manufacturing of mock-ups  
University degree with distinction
- 02/2003 - 06/2005 **APPRENTICESHIP MEDIA EXPERT/MEDIA DESIGNER - LBS St. Pölten**  
Development of layout and design for media products in the field of print & digital  
Main focus: graphics, print, publishing, audiovisual (audio, video & animation), web development, online marketing and agency services (communication services for advertising, PR, sponsoring, etc.), degree with distinction
- 09/2000 - 08/2001 **STUDY OF ITALIAN & ART HISTORY - University of Vienna**
- 09/1996 - 08/2000 **HIGH SCHOOL WITH ARTISTIC FOCUS - ORG antonkriegergasse**  
Graduation with a higher school certificate

## EXHIBITIONS

- 06/2012 **Illuminazioni - Haus Wittgenstein & Heiligenkreuzerhof Vienna**  
„Mind Machine” - audio-visual stimulation of brainwaves with pulsed light and binaural tones to promote concentration and meditation
- 01/2010 **MADE4YOU - MAK Vienna**  
„Portable Ordonnance” - a mobile training device for patients with chronic obstructive pulmonary disease
- 06/2010 **Essence - Künstlerhaus Vienna**  
Concept design of an electrical Vespa scooter,  
Publications: Autorevue and Autodriver Magazin (Taiwan)

## SKILLS & QUALIFICATIONS

- IT Knowledge Figma & FigJam, Zeplin, Sketch, Adobe Creative Cloud (Ai, Ps, Xd, Mu, Id, An, Ae),  
HTML & CSS, Maxon Cinema 4D, KeyShot, Microsoft Office
- Languages English (C1-2), Italian (A2)
- Soft Skills Aesthetic sensibility, entrepreneurial thinking

## ADDITIONAL SPECIFICATION

- 02/2002 - 01/2003 **Civilian service - Wiener Rotes Kreuz**  
Interests Sport shooting, fitness training, Japanese cuisine

If desired, job and training certificates will be forwarded