

# Alex Birkenstock

## Product Designer

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My Website  
LinkedIn

## UX Skills

UX Design  
UI Design  
Wireframing and Prototyping  
Information Architecture  
User Research  
User Testing  
Strategic Thinking  
Personas  
Graphic Design

## Tools

Adobe XD  
Miro  
Photoshop  
Illustrator  
InDesign  
After Effects  
Premiere  
Code: Html & CSS

## Soft Skills

Storytelling  
Problem Solving  
Organization  
Reliability  
Project Management  
Team Work

## Education

### UX/UI Design Certification

CareerFoundry | Berlin  
Jan 2023 - Jun 2023

### Communications Design

Akademie für Illustration und Design Berlin | Berlin  
Oct 2017 - March 2021

## Summary

Passionate product designer adept at crafting emotion-driven user stories and delivering exceptional user experiences. Background in content production, communication design, and visual identity. A creative leader driving innovation through the design thinking process to create captivating products people love to use.

## Projects

### PlutoPay | Concept app focused on bank transparency and spending habits

- Followed the design thinking model to create a user friendly and intuitive banking app. From research, sitemaps, low and mid and high fidelity prototypes, to user testing and iterating the design.
- Identified and created 5 essential features based on user needs.
- Designed over 40 high-fidelity screens, multiple prototype iterations and an extensive style guide through various rounds of usability and preference tests.

### kinderbuchseminar.de | A website to book children-book seminars

- Developed a streamlined user sign-up process for seminars, enhancing accessibility and providing a seamless experience for users.
- Conducted user research to identify an optimal user flow, ensuring intuitive navigation and ease of use.

### Schweinehund Magazine | A magazine about the lack of desire

- Led the production team in a group project that focused on communication design and illustration, ensuring effective collaboration and timely delivery of project milestones.
- Helmed a crowdfunding campaign, gathering over 1000€ for production.

### Uphor Pulp | Short stories about a fictional universe

- Founded and served as the producer of a writers workshop and residency program focused on collective worldbuilding, fostering collaboration and creative growth among artists and writers.
- Provided creative direction, guiding the vision and overall artistic direction of the program, ensuring a cohesive and impactful experience for all participants.

## Work Experience

### Content Producer

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- Developed a strategic content marketing plan to enhance brand visibility and engagement.
- Conceptualized, shot, and edited over 50 engaging videos for YouTube, ensuring high-quality content and effective branded storytelling.
- Mentored a group of 13 students in a social media team, overseeing content production for Instagram, TikTok, and YouTube.
- Successfully guided the team in creating compelling and impactful content, resulting in increased brand reach and audience engagement across multiple social media platforms.

### Digital Media and Art Assistant

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- Provided technical support and assistance to students and staff, resolving equipment and software issues, ensuring smooth workflow and optimal productivity.
- Photographed over 50 events and presentations, capturing key moments and conveying the essence of the experience.
- Edited visual materials for the website and social media platforms, ensuring visually appealing and engaging content that aligns with brand identity and messaging.

## Awards

- ADC Talent Award 2021 - Magazine / Newspaper
- Indigo Design Award 2023 - Category Illustration (Gold)
- Indigo Design Award 2023 - Category Magazine & Newspaper Design (Gold)