

Anna Kaschel

UI Designer

Recent CareerFoundry graduate in UI Design with a strong background in product design for global fashion companies. Creative with a sense for business, ethics and sustainability. Passionate about human-centered design, understanding user's emotional needs and creating intuitive designs that delight, inspire and engage people in their everyday lives.

PROJECTS

Case Study for Online Store, UI Immersion at CareerFoundry *December 2020 – January 2020*

Mountain Folk is an inspiring curated fashion-forward online store for New Yorkers who love the Catskills. The brand celebrates an authentic rural lifestyle featuring both local products and well known outdoor fashion labels.

Tools: Branding, user flows, prototyping, low-, mid- and high fidelity wireframes, usability test, animation.

Case study for Career App, UI Immersion at CareerFoundry *September 2020 – December 2020*

Dream Big is an intuitive and engaging native app for iOS and Android, equipping users with a mindful masterplan for their next big career move and preventing them from feeling anxious and overwhelmed.

Tools: User personas, illustration, prototyping, low-, mid- and high fidelity wireframes, usability test.

EXPERIENCE

Freelance Associate Designer, JCrew, NYC *March 2020 – April 2020*

Women's Woven Associate Designer, Gap Inc, NYC *October 2019 – February 2020*

Conducted seasonal research and contributed new product designs, ensuring that the product was brand right and consistent with both market trends and the business strategy. Supported Senior Designer by taking care of the daily fitting changes, communication with tech, and sketch updates in PLM.

Designer Cut and Sew Knits, H&M, Stockholm *September 2016 – February 2019*

Analyzed the customer profile, including their habits and the social media influence to redesign the entire Teen Girl's assortment. The update led to improved selling and customer satisfaction.

Streamlined communication, efficiency and workflow between teams. Supported team members to identify problems, resulting in shorter lead time, more fitting rounds, and higher product quality.

Planned the store and online presentation of the collection in collaboration with the concept designer and buying team, achieving a fantastic selling performance and team-rewards by the management.

CONTACT

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SKILLS

User Flows, Wireframes
Style Guides, Mood Boards
Prototypes, UX Testing
Designing Native, Hybrid, and Responsive Apps
Branding
Competitor Analysis
User Psychology
Illustration, Sketching
User Research, User Personas

TOOLS

Sketch
Photoshop
Adobe Illustrator
InVision
Overflow
Balsamiq
Marvel
HTML
CSS

EDUCATION

Certificate in UI Design, CareerFoundry *2020-2021*

400+ hours of UI Design study and practice covering branding, UI Design, UX Design and coding

Royal Academy of Fine Arts Antwerp, Belgium 2010-2014 BFA in Fashion Design

Royal Academy of Fine Arts Maastricht, Netherlands 2008-2010 Technical Design, Garment Construction

LANGUAGES

German (*Native*), English (*Fluent*), Dutch (*Fluent*), Swedish (*Basic*), French (*Basic*)