

# 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

**Phone:** +1 929-276-8383

**Email:** anna.kaschel@gmail.com

**Website:** www.annakaschel.com

**LinkedIn:** Anna Kaschel

**Location:** New York City, NY, USA

## 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*)