Anna Kaschel - UI Designer

UI Designer 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

Mountainfolk is a 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 (Sketch, InVision, UsabilityHub)

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, wireframing (Photoshop, Sketch, InVision, UsabilityHub, Adobe Illustator)

EXPERIENCE

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

- Assisted the Director of Swim and Loungewear to develop trims, design prints, draw flat sketches and send tech packs

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
- Supported Senior Designer by taking care of the daily fitting changes, communication with tech, and sketch updates in PLM

Designer Childrenswear Conscious, 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

CONTACT

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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)*