






## CONTACT

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# FRAUKE FÜHRLING

## UX/UI DESIGN

## ABOUT ME

I'm a UX Designer from Berlin with a professional background in graphic design and a passion for functional and beautiful interfaces. After 10 years as an editorial designer in the vibrant newspaper business, I switched partly from print to web in the same company to focus on digital growth. In the process, I developed a desire to move from a predominantly executive position to focus on developing user-centric products, which led me to make a change. With my knowledge, experience, strategic thinking and communication skills I will help you to create appealing data-driven products. *You'll never walk alone!*

## PROJECTS

### UX Designer

*Kudiba 48h Breakathon / November 2020, Remote*

Won a two-day remote hackathon with a cross-functional team by developing an inclusive design for better accessibility to cultural events by applying a design thinking process and creating a low-fidelity prototype for „Inklusion muss laut sein“.

- Managed the workflow and created user stories, user flows, personas, rapid sketches and low fidelity wireframes, which resulted in this challenge being chosen as the best of the hackathon, the presentation being eligible for funding and international exposure. I have further developed the idea as seen in my portfolio.

### UX Designer

*Scipio / since Juli 2020, Berlin*

Advice on a wide range of UX issues during a start-up in formation.

- Guidance and help the company in analyse and transfer data from research in order to create a valuable user experience.

## WORK EXPERIENCE

### Senior Editor Layout & Web Design

*Axel Springer SE 3/2014 - 10/2020 Berlin*

Web and mobile content creation of responsive designs for the website bild.de.

- Fast creation and implementaion of 50 – 90 graphic elements per day in order to be „bild.de“ the first to go online with news content what led to increased conversion rates through clicks.
- Managed the large daily workload of the various input channels according to priority in time.

### Team lead BILD Branch Office Los Angeles

*Axel Springer AG 9/2013 – 2/2014 / Los Angeles*

Multiposition as Office Manager, Graphic Designer, Photo Editor, Digital Producer and Final Editor.

- Organised the team set up, identified individual tasks, compiled workflows, created visual and written content, analyzed frictions and found hands on solutions for the newly founded branch office, which led to a comprehensive information transmission with increased page impressions and click rates.

### Editor Layout & Editorial Design

*Axel Springer AG 4/2005 – 8/2013 Hamburg/Berlin*

Independent design of creative daily layouts for the national and regional editions of the daily newspaper BILD newspaper. (See e.g. my designed reportage about jewish life in Berlin in the Amazon Prime documentary „BILD.Macht.Deutschland?“ (Episode 5, minutes 14:41 – 15:10).

- Technical and creative page creation according to design rules with constantly updated content.
- Meticulous final artwork in time based on a design system, fast delivery to the printing house, resulted in an early press proof and thus maximum cost efficiency.
- Design and implementation of side projects for the same brand which led to the increase of attention to the main product.

### Graphic Designer

*Heinrich Bauer Verlag 10/2003 – 3/2005 Hamburg*

Responsible for the design and content creation of the mantle section of the TV magazine „TV Hören und Sehen“ to offer customers added value over a free TV program.

- Reader acceptance led to the development of a travel magazine called „Horizonte“, where I was directly involved in the development process and design of the magazine.

## EDUCATION

### Certified UX Designer

*Careerfoundry 2021*

(Specializations in UI Design and Web Development (ongoing)) – nine month intensive Course

### PADI Dive Master

*Tauchzentrale Berlin 2012*

### Diploma

#### Communication Design

*Hamburg Technical*

*Art School Hamburg 2003*

## SKILLS

Competitive Analysis, User Research (Surveys & Interviews), User Flows, User Personas, User Journey Mapping, Sitemaps, Task Analysis, Personas, Usability Tests, Affinity Mapping, Design Language Systems, Sketching, Wireframing, Prototyping, User Interface Design, Graphic Design, Product Design, A/B Testing, SCRUM/Agile, (currently adding HTML, CSS, and basic JavaScript)

## MAIN TOOLS

Adobe XD, Balsamiq, Sketch Figma, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe After Effects Basics, Final Cut Pro Basics, ... to be continued

## LANGUAGES

- German native
- English fluent
- Spanish basic
- French „Parlez-vous anglais?“