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FRAUKE FÜHRLING

UXUI DESIGN

ABOUT ME

I'm an empathic UX/UI 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 from print to web in the same company to focus on digital growth. My desire to move from a predominantly executive position to developing user-centric products lead me to who and where I'm now. With my knowledge, experience, strategic thinking, collaboration and communication skills I will help you to create appealing data-driven products. I analyze, create and optimize. *With me you'll never walk alone!*

WORK EXPERIENCE

Lead UX/UI Designer

Confidential Startup / since January 2021, Berlin

Assistance and support for the stakeholders of the brand in planning and preparation of their future start up.

- Consulting and creation of deliverables such as user journeys, initial wireframes, pitch deck presentation.

UX/UI Designer

Scipio global / since December 2020, Berlin

Advice and consultancy on a wide range of UX issues during a startup in formation.

- Guidance in Design Thinking Processes and help the company in analyze and transfer data from research in order to create a valuable user experience. Re-design and adjustment of wireframes and prototype.

UX/UI Designer

„Inklusion muss laut sein“ / Kudiba 48h Breakathon / November 2020, Remote

Won a two-day 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.

- Managed the workflow and created user stories, user flows, persona, rapid sketches and low fidelity wireframes, which resulted in this challenge being chosen as the best of the hackathon, the presentation featured international and being eligible for funding. I have further developed the idea [as seen in my portfolio](#) with a style guide to ensure consistency of the brand and a [clickable high-fidelity prototype](#).

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 implementation in very tight deadlines of 50 – 90 multichannel graphic elements and digital deliverables per day in order to be bild.de the first to go online with news content what led to increased conversion rates through clicks.

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.

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

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 BILD newspaper.

- Technical and creative page creation according to design rules and branding guidelines with constantly updated content. Final artwork based on a design system, fast delivery to the printing house, resulting in an early press proof and thus maximum cost efficiency. Design and implementation of side projects like books and brochures 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 design and development process of the magazine.

EDUCATION

Certified UX Designer

CareerFoundry 01/2021

(Specializations in UI Design and Web Development)

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, basic HTML, CSS, JavaScript, ...

MAIN TOOLS

Figma, Adobe XD, Balsamiq, Sketch, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe After Effects Basics, Final Cut Pro Basics, Github, CMS, ...

LANGUAGES

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