

**Hello! I'm Lisa Kowalewski.** As a freelance designer, I'm seeking meaningful work and new, enriching experiences. I want to channel my passion for design into important problems and necessary solutions.

## My professional journey:

- | May 2024 - ongoing  
**Freelance service designer, graphic creator and educator with a focus on sustainability and "design for good"** (Berlin/remote)
- | March 2024 - September 2025 (Part-time)  
**Federal volunteering scheme (ÖBFD)**  
(6 months Prinzessinnengarten Kollektiv, before 12 months KATE e.V. in Berlin)
- | January 2021 - December 2023  
**Service designer and senior associate in the public sector team - consultant on federal and communal level**  
(PwC Deutschland, Berlin)
- | October 2022 - February 2023  
**Guest lecturer for service design (Course: IT for Public Sector, BA)**  
(Hochschule für Wirtschaft und Recht, Berlin)
- | July 2020 - October 2020  
**Design fellow in the project "Steuerlotse für Rentner:innen" (Tax guide for pensioners)**  
(Tech4Germany/DigitalService/BMI, Berlin)
- | February 2018 - July 2020  
**(Senior) service designer in the "Digital By Design" team**  
(Stockport Metropolitan Borough Council, Manchester, UK)
- | June 2015 - June 2016  
**Industrial designer and consultant in the sustainability team (architecture)**  
(Foster+Partners, London, UK)

## What I bring to the table:

### | Key Skills

Service- and UX-Design | Systems Thinking | Co-Design | User Research/Testing | Prototyping | Workshop design and facilitation (all ages) | Visualisation and Illustration | Education for Sustainability/SDGs

### | Relevant Experience

#### **City of Cologne: Formularwerkstatt**

Collaborative optimization of complex letters and forms in a design sprint — focusing on plain language and best practice/design system.

#### **Bundesministerium des Innern und für Heimat: Design relaunch BundID**

Evidence-based redesign, built on qualitative and quantitative testing, to make BundID more appealing, understandable, and usable.

#### **Stockport Council: Fostering Service Transformation**

In-depth discovery phase with user and market research. Improving the recruitment and screening of potential foster parents through new digital and analog touchpoints, and optimizing customer management from a service perspective.

### | Tools and Software

Adobe CC (Illustrator, InDesign, Photoshop) | Digital Whiteboards (e.g. Mural, Miro) | Design-Software (Figma, Canva) | Analytics (Google, Hotjar) | AI Tools for text, code, and image generation (e.g. ChatGPT, Midjourney, Replit, Windframe, Cursor) | Learning Design Tools (Learning Snacks and Actionbound)

## What's important to me:

### | Climate justice:

I was part of a local climate activism group for an extended period, where I worked in self-organized teams to create creative actions and workshops.

### | Sustainable food transition:

I'm involved in local foodsharing initiatives and support an organic and permaculture farm in Brandenburg. I also regularly help on a field that practices urban, community-based, and ecological agriculture.

### | Design mindset:

In recent years, I've participated as a coach in several design "jams," helping others explore design thinking approaches and methods in a playful way. I'm also passionate about contributing to the circular economy by creating, repairing, and upcycling things — and continuously learning new skills to do so.

## Other things that inspire me:

Admiring and experiencing the work of creative people | Dancing | Trying new recipes | Behavioural science and psychology | Creating things by hand – woodworking, sewing, and more | Discovering night train routes

## My training and education:

Bachelor of Arts (BA), 2013-2017

### **Industrial Design and Technology with Professional Practice**

(Brunel University, London, UK)

A-Levels until 2013

### **Fine Art, Maths, Further Maths, Physics, German**

(The Heritage Private School, Limassol, Cyprus)

### | Further qualifications:

**Life Centred Design** (Copenhagen Institute of Interaction Design, 2022)

**Scrum Foundations** (Scrum Alliance, 2021)

### **Business Analysis Foundation**

(BCS The Chartered Institute for IT, 2019)

### | Language proficiency:

**English:** Fluent (bilingual)

**German:** Fluent (native speaker)

**French:** Basics (approx. A2)

## Say hello:

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