

Benjamin Emil Götzenberger

UI/UX Designer

✉ bgoetzenberger@t-online.de

@ behance.net/tijeybeg

📍 Germany

📞 49 162 8200499

Skills

User Research
Competitor Analysis
Task Analysis
User Personas
User Flow Mapping
Mood Boards
Stylesheets
Mobile Design
Desktop Design
Responsive Design
Graphic Design
Wireframing
User Tests
Prototyping
HTML
Video Editing

Tools

Adobe XD
Figma
Gimp
Canva
Atom
GitHub
Filmora 9

Education

UI/UX Design Certification,
Career Foundry, 06/2020 - 02/2021

IT-Business Administrator,
SGD, 04/2015 - 10/2016

IT-Specialist for System Integration,
SGD, 02/2015 - 02/2016

B.A. International Business
Communication,
University of Duisburg-Essen.
06/2008 - 06/2011

UI/UX designer with background in graphic design and video editing, creation of documents and research. Experience in customer support, teaching, writing articles and marketing. Having a good grasp of customer orientation, solving complex problems, and how to communicate with customers of different social classes, ethnics or nationalities, as well as age brackets.

Design thinking

Solid practice in analytical design thinking, the way how colors, fonts, structure and other attributes affect the target group in a psychological way, corresponding to the needs of stakeholders. I applied these skills of design thinking in the following projects:

- By projecting my self in both the shoes of the client and the target audience, in combination with research in iconography, typography and colors, I helped a few clients to develop a cohesive brand with thoroughly designed logos I created for them.
- With a cohesive layout I established for thumbnails, a client of mine gained more visibility and better branding on his YouTube channel, what increased the customer conversion by 9%. The number of views in other social media channels increased by 17% this way.

Problem solving

Especially in the tech field, developed the ability to improvise, by using multiple tools, making use of the specific benefits of each tool to reach specific goals.

- A team mate struggled to implement a smartphone animation into a video, on order to advertise for the stakeholder's Instagram channel. I created a template via Gimp, together with the footage via Filmora 9, to help him finish the project.
- With a combination of Gimp, Figma and Adobe XD, I found a way to create better 3D product graphics for a client. I learnt to use the best features of every single tool, and shift a file from one tool to another, to apply each design element with the tool which is the best for the respective feature.

User research

Good understanding of customer language, to figure out the needs of the users or customers. I aquired this ability in various ways:

- Customer support granted me the chance to communicate with customers of various age groups and ethnics, as well as a variety of pain points.
- In the field of Social Media Marketing I improved my communication and research skills, conducted surveys and learnt how to create content that is appealing to the user.

Work Experience

Freelancer, ISM Service GmbH, Mönchengladbach 01/2020 - current

- Graphic Design: Creating product graphics, images and more.
- Social Media Marketing: Content Management, research, analytics of account performance and more.
- Assisting in the creation process of a coaching and consulting program in the field of finance, to help private persons, self-employed people and entrepreneurs, to build and protect assets up to 7 figures large.
- Collaboration with team members via remote work.