

Resume – Tina Marleni Schwegler

Mobil: +49 157 78 96 87 41 – E-Mail: tmschwegler@gmail.com

PERSONAL MOTIVATION

Structuring complex visual requirements into appealing graphical assets have been my passion for the past decade, and the reason why I specialized in UX Design.

I aim to create user experiences that help to shape new habits for a sustainable lifestyle and solutions.

SKILLS

Public Relations

- Corporate identity
- Social media strategy

Graphic Design

- Corporate design
- Event design
- Infographic-Design

UI Design

- Low-fidelity prototype
- Rapid prototype
- High-fidelity wireframes
- Mockups
- Styleguide
- Clickable prototype

UX Design

- Competition analysis
- User research
- Persona
- User interview
- User journey
- User flow
- Card sorting
- Sitemap
- Usability test
- Design principles
- Storytelling

WORKING EXPERIENCE

Social media strategist – o’pflanzt is!

May 2020-today

While joining a garden community and supporting a sustainable lifestyle, I took the opportunity to help them by putting my experience in action and becoming their social media strategist. Since I joined as a volunteer, “o’pflanzt is!” could register a significant increase in press inquiries and press coverage.

Graphic designer – Deutsches Theater

March 2014-today

I was given the responsibility to become their exclusive Graphic Designer accounting for their entire external appearance. My daily tasks include delivering appealing compositions of outdoor- and print advertisements, as well as autonomously creating individual visual identities for new musicals – This results in marketing more than 50 musicals per year.

Graphic designer – tisch 13 GmbH München

September 2011-February 2014

My assigned role was to realize large out-of-home print projects for exclusive events in sport sponsoring. With the help of my team, I accomplished a large-scale project for “Audi” including conception, marketing and print for the 24-hour race in Le Mans in only four months.

Freelancer – tmschwegler

October 2007-August 2011

My references included the architectural office architopia, car showrooms, cafés, the cultural department, artists, galleries and art magazines such as “Artinvestor – art and investment”.

TOOLS

Design
InDesign
Illustrator
Photoshop
Sketch
Adobe XD

Coding

HTML
CSS
Java Script
Invision
Balsamiq
Prott
Github
Wordpress
Typo 3

BISHERIGE KUNDEN

BMW, Rollce Royce,
MINI, Audi, MAN
Telefonica, Tchibo
Deutsches Theater

INTERESTS

Meetups

Besides my UX Design courses I love to attend meetups that inspires with the latest sprint, design thinking, eHealth, UX/UI, AR/VR and artificial intelligence developments.

Toastmasters International

In 2018 I started to give speeches in the circle of "Die Rhetorenschmiede". I am interested in constructive feedback, which I can immediately implement or I give feedback to the other members.

HACKATHON EXPERIENCE

Participants – "Audio Hack Days" by Mediennetzwerk Bayern

13.-15. September 2019

"Audio Hack Days" challenged us to develop a prototype and corporate communication over a weekend. Along with six participants, we were able to build an Alexa Voice App prototype and outline product USPs as well as a business strategy.

Participants – "CycleHack" by Münchner Klimaherbst

27. October 2019

Creating sustainable mobility solutions becomes more critical, especially in the traffic jam plagued city of Munich.

As a participant in the worldwide "CycleHack", together with my team of six, we created a validated user journey within only 4 hours. By collecting miles and voting, we motivate cyclists to support the development of their cycle paths via app. Additionally, I supported our idea with illustrations and mockups to visualize our way to a more bicycle-friendly future.

EDUCATION

Careerfoundry – Frontend Development

May 2020 - today

Adding basic knowledge in HTML, CSS and JavaScript armed me with all the technical expertise to bring my designs to life.

Careerfoundry – UX Design

June 2019 - May 2020

In this ZFU approved advanced training, I learned from experienced mentors how UX combines psychology, design, research, technology and business and how to use it as a powerful and creative tool to solve real-world problems.

HfG Schwäbisch Gmünd – Dipl. Graphic Designer (UAS)

2002-2006

The challenge of this study was to make scientific topics didactical and visually understandable.

When I was working on my diploma thesis "Chinese National Circus", I accomplished interviews and film and photo reportage on tour in order to design an illustrative sport-medical analysis as book.