

Fred Fahlke

Resume

Profile

Born & raised in Northern Germany, I moved to the Bay Area in 2015 to join the interactive team at Nest. I'm currently working as a product designer at Instagram helping over 30 million businesses to be successful on the platform as well as enabling meaningful connections between people and businesses.

Contact

Phone **+1 650 753 9024**
Email **mail@fredfahlke.com**
Web **fredfahlke.com**

Professional Experience

- 02/2017 – present **Instagram** / Menlo Park, California
Product Designer
- Business Growth (SMBs)
 - Local Business Discovery
 - Business Interactions and Transactions (Profile, Stories, Feed)
- 10/2015 – 02/2017 **Google (Nest)** / Palo Alto, California
Interactive Art Director
- UI/UX Design - nest.com / email / e-commerce
 - Lead - Interactive Design System / Styleguide
 - Visual Storyboarding, Motion Design, Icon Design, Illustration
- 04/2015 – 08/2015 **Jung von Matt** / Hamburg, Germany
Digital Art Director
- Webdesign, Advertising, Creative Concepts
- 03/2014 – 08/2014 **Google (Nest)** / Palo Alto, California
Internship Creative – Interactive
- UI/UX Design - nest.com
 - Visual Storyboarding, Motion Design, Icon Design, Illustration
- 08/2010 – 02/2013 **Peter Schmidt Group** / Hamburg, Germany
Internship / Freelance Art Director – Corporate Design
- Branding, Annual Reports
 - Packaging Design
 - 2D Motion Design
- 07/2010 – 09/2009 **Markenfilm** / Hamburg, Germany
Internship – Art Department
- Treatments, Storyboards
 - Production Assistance

Skills

Languages

German (Native)
English (Fluent)
French (Basic)

Tools

Sketch, Photoshop, Illustrator, After Effects,
InVision, Origami

Personal Interests

Design & Technology, Typography,
Harley Davidson, Electronic Music, DJing,
Traveling, Basketball, Watersports

Education

- 10/2012 – 03/2015 **Master of Arts** / HAWK - University of Applied Sciences & Arts
Digital Media and Interaction Design (Grade: 1.27)
- 10/2009 – 03/2012 **Diploma** / Design Factory International
Communication Design (Grade: 1.1)