

CV SUMMARY

AREAS OF EXPERTISE

UI DESIGN
UX DESIGN
CONTINUOUS DISCOVERY
SUSTAINABLE DESIGN
ONLINE & OFFLINE BRANDING
CLIENT FACING
TIME-MANAGEMENT
TEAM BUILDING
HTML, CSS, JAVASCRIPT

PERSONAL SKILLS

Creating sustainable and contemporary design solutions
Implementing innovative ideas
Problem solving
Teambuilding

PROFESSIONAL TRAINING

Graduation as Communication Designer with the focus on Editorial Design and Multimedia-Design. Project: Insight Hamburg book, app, website and short-film.

UX Design Course at Career Foundry 2019

ACTIVITIES

2018–2021 co-founder of the vinyl music collective VG+, Interest in learning other languages like Italian or React into learning more about creating Avatars and sculptures in Blender, AI & AR, Pottery, painting, history art & culture, biology, exploring countries, Vegan cooking, sustainable-lifestyle & health.

Annemarie Sauerbier, born in Braunschweig, Germany 07.04.1989, currently living in Berlin. I am convinced that new environments can widen horizons and comfort zones to improve the self-confidence, knowledge and identity for a professional and personal life.

Throughout my academic and professional career I have developed the skill of a results driven, self-motivated and resourceful art director with an ability to successfully translate desired moods, messages, concepts, and underdeveloped ideas into imagery.

Experience of working in and contributing to a creative environment alongside designers, copywriters, content strategists, user experience specialists and interactive developers. Possessing an ability to see the big picture and continually develop new and inspiring approaches to a brief, as well as planning and organizational skills.

I am confident, I work independently as well as a part of a team.

Currently looking for a new and challenging position, one which will make best use of my existing skills and experience and also further my personal and professional development. I am in search for a role in a company which is acting and working with interests in change and value.

KEY SKILLS AND COMPETENCIES

Experience in: Creating user focused concepts, rapid prototyping, storyboarding & technical skills with Figma or Adobe. Develop Instagrammable events, shop-Design, POS, merchandising, press, outdoor, DM, brochures and digital. Teamleading, motivating, presentation and communication skills. Ability to prioritise and juggle multiple projects within tight deadlines. Capable of developing and communicating industry-leading creative concepts.

Knowledge of design disciplines including layout, typography, imagery & colour.

Knowledge of industry standard design tools: Figma, Creative Cloud, Studio Visual Code as well as organisation tools like Notion, Airtable, Monday, Salesforce, MS Office & Teams.

WORK EXPERIENCE

EXPERT LEVEL

September 2021

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June 2022

UI | UX DESIGNER AT CARHARTT-WIP FULLTIME

I WORKED AS UX Designer with a focussed on UI design. My main tasks wher, feature updates for the US and global webshops, for Mobile, Tablet and Desktop, which included the following:

Cart Redesign

Moving images implementation like MOV files and gifs inkl. controls

Customer service features, like chat bots

Filter and gridview updates for products

Working with 3rd parties to develop a new help center and upselling widgets

KEY ACHIEVEMENTS

Learning how to use Figma, so that I could move the Designsystem from Sketch to Figma. Therefore setting up an entirely better and more intuitive design system after having researched, developed and suggested this workaround to the team beforehand. This was greatly rewarding for me, as I fully enjoyed learning this new interface and feel that I gained a lot of confidence in the process of coming up with suitable ideas/solutions. These solutions being carried out effectively and therefore solving the problems delegated to me was greatly satisfying and assured my passion for my area of expertise.

- Figma
- Monday
- Notion
- A better understanding of react development and SEO

September 2021

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October 2020

MONA M FREELANCE AD PURISTO-BROT FREELANCE AD FILMGESICHTER FREELANCE SCHINKEL PAVILLION FREELANCE

May 2019

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October 2020

TEAM LEAD DESIGN AT WE22 / WEB4BUSINESS FULLTIME

At We22, where I was team lead for the design team. I was responsible for the design process, design thinking workshops, conception, conducting user-research, information architecture and wire framing. My main strengths as a team leader are; monitoring the team by their skills, keeping open communication in the team and motivating individual team members through their unique interests. In addition, the last

WORK EXPERIENCE

EXPERT LEVEL

few years, plus my experience as an Art Director, I have gained experience as a leader in the following activities: Agile work and coordination, time management, problem solving, planning and facilitation, as well as interpersonal skills & coaching skills in the areas of communication, support, trust, feedback, motivation, recognition and the intuitive distribution of workload/stress, avoiding overload, burnout, just as underload. Conducting employee interviews, job interviews, personnel planning, budget planning (only partially), job advertisement. Prince2, Kanban, Wa-terfalls and Lean methods are familiar to me.

KEY ACHIEVEMENTS

I generated a 40% raise of the annual revenue within 14 months and built stable relationships with more than 350 clients. I used a combination of highend wireframes and teached design knowledge.

- Html & Css: deeper understanding
- Javascript: deeper understanding
- Salesforce
- Airtable
- MsO
- Excel
- Cloud:Ps, Ai, Ae Id, Ai, Lr

July 2018

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May 2019

PLASTIC MEDIA FREELANCE DESIGNER

GALLERY ASSISTANT AT SCHINKEL PAVILLION PARTIME

WORKAWAY IN THAILAND, KHANOM

May 2017

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July 2018

ART DIRECTOR FOR ABOUTYOU GMBH | EDITED BERLIN FULLTIME

As Art Director in Berlin, I created in addition to the other duties the relaunch and implement tested ideas in AboutYou Branding.

Included all print and online products aswell as shooting boards, backstage material, Stillives, Newsletter, Socialmedia-Content, Lookbooks, Website Relaunch.

Direction for fashion & accessoires for EDITED in Berlin.

Stage and booth concepts for the AboutYou award show & exhibition stand. Creating Love Brands - EDITED Sport Brand and a new Branding for LeGer. Event creation in Berlin & Barcelona with merchandise,

WORK EXPERIENCE

EXPERT LEVEL

Interior shop design & Instagramable shop-marketing.
Backstage Travel / Story Photography
The Designteam in Berlin just communicates in english.

KEY ACHIEVEMENTS

We increased the range with the AY-Award Show EDITED and AY's.

ADDITIONAL HARDWARE & SOFTWARE-PROGRAMS

- Excel
- CS7
- Sketch
- Keynote
- Technical drawings with Bamboo

MAY 2016

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MAY 2017

ART DIRECTOR FOR ABOUTYOU GMBH | EDITED HAMBURG FULLTIME

For EDITED Content Team as Art Director, I directed designers and production staff to ensure proper production of campaign elements. Develop and frame creative concepts according to creative brief requirements. Marketing and web solutions. Regularly liaising with the CEOs, Content & dev team to ensure the best creative solutions are realised, implemented and delivered. Communicating design visions. Conceptualize, visualize and design user experiences.

Creating Whole Sales concepts for the stores and Pop Up shops as well as Festival Booths. Mentoring junior staff in project development and performance management.

Attending photo shoots and creating concepts and searched locations in budget.

Attending conferences, events & press releases, , exhibitions, shows and festivals.

Leadership experience as Art Director for the EDITED Content Marketing Design Team for 1 Intern and 1 Graphic Designer.

MAY 2015

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MAY 2016

DESIGNER FOR ABOUTYOU GMBH | EDITED HAMBURG FULLTIME

For EDITED Content Team as Designer. I authored superior graphic design. Developing excellence through innovative & creative concepts across all media. E-commerce campaigns, Influencer campaigns, including innovation, development and brand implementation Newsletter. Event creation with merchandise, Interior shop design & Instagramable shop-marketing.

Ability to work with other project managers and teams of creative de-

WORK EXPERIENCE

MID LEVEL

signers. Develop and frame creative concepts according to creative brief requirements. Communicating design visions and rationale clearly to clients and design teams. Conceptualize, visualize and design user experiences.

KEY ACHIEVEMENTS

With the EDITED Stores we became the most popular brand for Influencer and Instagrammable Stores in 2016/2017 (PAGE Magazine)

SEP 2014

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FEB 2015

FREELANCE ART DIRECTOR SUPERREAL , HAMBURG

Project based Art-Direction for 3 Issues of The Comma Style Magazine, including influence on the online campaigns. Developed the concepts for assigned products in partnership with senior copywriters and the account team. Directed staff to ensure proper production of campaign elements.

KEY ACHIEVEMENTS

My direction for Comma, was a part of the Webrelaunch which won a price for the best Webshop in 2015.

SEP 2014

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OKT 2013

ART DIRECTOR MONOPOL MEDIEN GMBH, VIENNA FULLTIME

Dep. art director managed all aspects of print-design, campaign, including innovation, development and implementation. Leadership & Management.

KEY ACHIEVEMENTS

In responsibility for 1 intern direct clientfacing.

JAN 2013

INTERN AND FREELANCE PLASTIC MEDIA & HEROES & HEROINES, VIENNA FULLTIME

NOV 2012

DESIGN ASSISTANT NIDO MAGAZIN AT GRUNER & JAHR, MUNICH FULLTIME

EDUCATION

2012 ~ 2022

SELF-EMPLOYED SOFTWARE PROGRAMS & LANGUAGES

- Traktor
- Audition
- XD
- AE
- Blender *beginner
- VSC
- Javascript *beginner
- Italian *beginner

January 2019 ~ June 2019

UX DESIGN CAREER FOUNDRY COURSE

ADDITIONAL SOFTWARE-PROGRAMS

- Balsamiq
- InVision
- Prott
- Principle

July 2008 ~ JUNE 2012

BACHELOR DEGREE COMMUNICATION & DESIGN

Graduation as Communication Designer
Institute of Design Hamburg: Hamburg's
award-winning university for communication
design and management. www.ingd.de

ADDITIONAL SOFTWARE-PROGRAMS

- CC6 & 7 (Id, Ps, Ai, Ae, Br, Lr)
- C4D
- Final Cut Pro
- HTML /CSS

CAMERAS AND LIGHTNING

- EOS 5D · 1D Mark III, Analogue; 35mm: Contax,
Minolta, Olympus, Hensel: Lightning

2007 ~ June 2008

VOLUNTARY INTERNSHIP AS A PHOTOGRAPHER

Magniphotostudio Braunschweig, August
Duties: People portraits & retouche, stilllive

ADDITIONAL SOFTWARE-PROGRAMS

- Photoshop · Lightroom
- Bridge
- Canon EOS 7D

July 2007

VOCATIONAL BACCALAUREATE DIPLOMA

FOS für Gestaltung Braunschweig

August 2006 ~ July 2007

EDUCATION BASED INTERNSHIP

Staatstheater Braunschweig, Internship at the
graphic & letter painter Elke Gille; Historical cos-
tume design and 6 Month Stage-design within
Painting, Woodwork, Steelwork.