

# Annemarie Sauerbier

## EDUCATION

Institute of Design Hamburg  
Graduated June 2012 – Communication Design  
(Editorial & Multimedia Design)  
Graduation Project: “Insight Hamburg” – Book,  
Platform, and App.

## STRENGTHS

- \* Aesthetic intuition & functional design
- \* Initiative & creative problem-solving
- \* Design sensitivity & visual storytelling
- \* Meaningful connections & strategic impact
- \* Holistic thinking & creative direction
- \* Experience in sales communication & understanding customer needs
- \* Emotional engagement & spatial experience design
- \* Team collaboration & cross-functional leadership
- \* Cultural awareness & trend sensitivity

## DESIGN OPERATIONS

- \* Workflow optimization
- \* Ensuring quality
- \* Design tool evaluation
- \* Design systems
- \* Product strategy

## DESIGN CRAFT

- \* User-centered design
- \* Sketches & wireframes
- \* Prototyping & motion design
- \* Interaction & internationalization
- \* Web typography & branding
- \* Illustration
- \* Documentation & asset optimization

## RESEARCH & STRATEGY

- \* User interviews & surveys
- \* A/B testing & market research
- \* Competitive analysis & benchmarking
- \* Trend scouting & cultural research
- \* Data-driven concept development
- \* Customer journey mapping & experience analysis
- \* Strategic positioning & brand alignment
- \* Stakeholder engagement

## LANGUAGES

German – Fluent  
English – Fluent

## EXPERIENCE

(Top latest — Bottom earliest)

### **DAYONE GmbH — “UX Designer” & Digital Consultant**

Oct. 2022 – Contract ended 06.2025

Led UX strategy & design for VW’s “AutoSuche”,  
optimizing e-commerce for sustainable car sales.

Designed interactive prototypes & UI for dealer  
& trade-in tools.

Created dashboard User Flows for Hella Gutmann’s  
ADAS.

### **Carhartt Work In Progress (WIP) — Digital Product & “UX Designer”**

Sept. 2021 – June 2022

Developed a new design system during migration to Figma.

Enhanced checkout & search/filter experiences.

Launched an integrated help center for the Carhartt-WIP shop  
& app.

### **We22 GmbH — Team Lead, Design**

June 2019 – Oct. 2020

Led design system development for in-house website builders  
supporting Telekom & Strato

Ran cross-functional workshops to drive innovation and im-  
prove design processes

Co-developed team motivation and monitoring concepts with  
Design Manager to boost output while maintaining consistency  
and well-being

Created templates and communication tools to increase client  
satisfaction and ensure brand clarity

### **Workaway Thailand — Art Direction**

August – Sept 2018

Art Direction for a film about Khanom & Travel

### **EDITED GmbH / AboutYou — Designer -> Art Director**

May 2015 – Aug. 2018

Designed brand-focused digital & print experiences for e-com-  
merce, marketing, and newsletters.

Developed cohesive visuals for social media, ad carousels, and  
promotional materials.

Shaped brand engagement through diversity & sustainability  
campaigns.

**SuperReal GmbH — Freelance Art Director**

2014 – 2015

Lead Art Direction for 3 issues of  
COMMA' CI STYLEMAGAZINE

**TISSUE Collective Hamburg — Voluntary**

2016 – 2017

Assisted alongside Marie Lüder with the TISSUE Collective by UWE, supporting promotion, spatial design, and graphics for concerts as well as related cultural events.

18+ · Babyfather

**MONOPOL MEDIA — dep. Art Director**

one-year contract, 2013 – 2014

Led redesigns of cultural magazines The Gap and BIORAMA in collaboration with photographer Thomas Albdorf

Provided art direction for brand collaborations including Fair-Fair · Die Grünen · Joya, and local restaurants.

**PLASTIC MEDIA / Heroes&Heroines  
— Intern & Various Freelance Projects**

2013 – 2021, based in Vienna & Berlin

Assisted Art Director Daniela Bily and Creative Director Kira Stachowitsch, and worked alongside Clemens Steinmüller (co-founder & creative lead) and the event/project manager on editorial, campaign, and spatial design projects.

Bumble · Absolut · Hennessy · Tally Weijl  
& INDIE Magazine · Material Girl · Monki Magazine

**Nido Magazine / Gruner & Jahr / Stern  
— Internship as Editorial Designer & Illustrator**

2012 – 2013

Designed layouts and editorial spreads for Nido Magazine  
Created original illustrations to accompany articles.  
Assisted with photo selection and retouching.  
Collaborated closely with editors and art directors to ensure cohesive visual storytelling.  
Supported production processes, including pre-presspreparation.

*COLLABORATIONS & PRE-DESIGN CAREER / OTHER  
WORK EXPERIENCE***Schinkelpavillon Berlin — Support & Co-Worker**

Sept. 2018 – June 2019

Supported the exhibitions

*Henrik Olesen* – Hey Panopticon! Hey Asymmetry! · *Proof of Work* (featuring artists such as Simon Denny, Harm van den Dorpel, and others) · *Straying from the Line* curated by Nina Pohl, featuring artists including Anna Uddenberg.

Provided visitor services and front desk support at Schinkel Pavillon, including event assistance and general maintenance tasks.

**COS Warehouse, H&M Group, Vienna — Head of Operations Warehouse**

April 2013 – Dec. 2014

Managed warehouse operations and inventory coordination.

**ISA Architects of Internet — Student Assistant & Content Creator**

2010 – 2012

Assisted with content care, research, and copy updates.

**Starbucks Coffee, Hamburg — Barista | Certified Coffee Master**

2008 – 2009

Prepared coffee, maintained quality, and delivered customer service.

**Magniphotostudio Braunschweig — Voluntary Internship**

Aug. 2007 – June 2008

Assisted with portrait and still life photography, including retouching and photo editing.

*FIRST WORK EXPERIENCE DURING SCHOOL AND  
INTERNSHIPS***ZERO Braunschweig — Saleswomen**

Jan. 2007 – June 2008

Customer service, product presentation, stock management, and cash handling.

**Görtz17 Braunschweig — Saleswomen**

2004–2005

Assisted customers, maintained store appearance, and supported sales promotions.

**FitnessFirst Braunschweig — Saleswomen**

2004

Member support, promoting fitness programs, flyer distribution, and street marketing.

**Staatstheater Braunschweig — 12 month Internship**

2006 – 2007

6 month Internships During Vocational Fachabitur in Gestaltung by Elke Gille in Graphic & letter painting. Aswell as 6 month Historical costume design, and Stage design.