



ANNEGRET KERSCHIS

UX Design/Frontend Development

Ellwangen, Baden-Württemberg
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Certified UX designer with a background in art and design and excellent organisational skills. Gained experience in concepting, ideating and creating for my clients' needs in working as freelance textile designer

and artist for many years. Applying now these very same principles for implementing a better user experience in everyday technology to make digital products more simple and cheerful to use.

TOOLS

Adobe Xd
Invision
Balsamiq
Prott
Office Suite
Adobe Ps
Adobe Ai
HTML
CSS

SKILLS

Competitive analysis
User research
Interviews
Affinity maps
User personas
User journeys & flows
Task analysis
Card sorting
Sitemaps
Low/mid/high-fidelity wireframes
Prototyping
Usability testing
Design documentation
SEO

LANGUAGES

German
English
French

EXPERIENCE

Founder and Owner, Co-Founder

filafactum//embroidery and textile design 03/10-present

- Creating, manufacturing and shipping of 250+ different products
- Conception and maintainance of online shop → www.filafactum-shop.de
- Photographing and editing product photos for advertising
- Co-founder of handmade shop „Glass and thread“ (2013-2016) in Ellwangen
- work as textile artist: Embroidered altar hangings for evangelic church, solo exhibitions, corporate exhibitions

Front Office Manager

Briel Spedition & Logistik GmbH 07/17-present

- Administration of marketing shop with 300+ articles for Carl Zeiss MAG
- Coordination of logistics for ~30 events/fairs for Carl Zeiss MAG per year
- Organisation of logistics/shipping devices for Carl Zeiss MAG/IMT
- Ensuring consistent quality of delivering products matching given guidelines

EDUCATION

UX Design / Frontend Development 01/19-10/19

Career Foundry, Berlin

UX Design Course with Frontend Specialisation

- 600+ hours of training with industry-leading mentors
- designed by experts from companies like Apple and Amazon
- Focus on data-driven UX methodology
- Developed several real world projects during the course

Dipl. Designer (FH)

Westsächsische Hochschule, Zwickau 09/00-08/06

Dipl.Designer (Textile Design)