

ANNEGRET KERSCHIS

UX Design/Front-end Development

TOOLS

Adobe Xd

Invision

Figma

Balsamiq

Prott

Adobe Ps

Adobe Ai

Office Suite

HTML

CSS

JavaScript

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

EXPERIENCE

Founder and Owner, Co-Founder

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

Website design and content management

- Conception and set up of two onlineshops → www.filafactum-shop.de; www.filafactum.de (not active)
- technical/content management, SEO, Google Analytics

Design work

- creation of 250+ different products, consistently taking clients' needs in account
- Running competitor analysis to formulate unique selling point

Online product management und advertising

- Photographing and editing product photos
- Google Adwords

Design side work

- 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

Internal project management (part-time)

Briel Spedition & Logistik GmbH 07/17-present

- Coordination of logistics for ~30 events/fairs for Carl Zeiss MAG per year
- Administration of marketing shop with 300+ articles for Carl Zeiss MAG
- communication with clients and compliance of project guidelines

EDUCATION

UX Design / Front-end Development

Career Foundry, Berlin 01/19-12/19

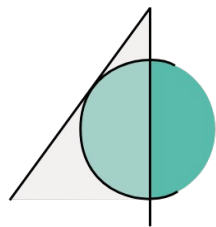
- UX Design Course with Frontend Specialisation
- Dedicated 600+ hours of training with industry-leading mentors
- Designed by experts from companies like Apple and Amazon
- Focused on data-driven UX methodology
- Developed several real world projects during the course

Dipl. Designer (FH)

Westfälische Hochschule, Zwickau 09/00-08/06

final mark: 1

- Development of concepts for textiles in rooms
- Internship at Anne Schulze fashiondesign



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OTHER

Parental leave & preparation of foundation

09/06-02/10

INTERNATIONAL EXPERIENCE

Green Dot Guides Ltd. Eco House / shipping

Bath, United Kingdom 07/02-09/02

Gap year / Au-Pair

San Francisco, USA 09/98 – 08/99

HONORARY POST

First chairman in management

Kinderbetreuung Buchenbergschule e.V., Ellwangen 02/10 – 06/18

SCHOOL DEGREE

Abitur

Gymnasium Coswig 08/1998

Final mark: 2.3

LANGUAGES

German (native)

Englisch (business fluent)

Französisch (basic)

ABOUT ME

Certified UX designer with a background in art and design and excellent organisational skills. Experienced in conceptualising, ideating and creating textile products for clients as well as creating art pieces. Transferring the principles of this user centered design process into developing and designing user-friendly digital products.

CONTACT



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