



ANNEGRET KERSCHIS

UX Design/Front-end Development

📍 Ellwangen, Baden-Württemberg
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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.

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

Design work

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

Website design and content management

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

Online product management and advertising

- Photographing and editing product photos
- Using 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
- Organisation of logistics/shipping of devices for Carl Zeiss MAG/IMT

EDUCATION

UX Design / Front-end Development

Career Foundry, Berlin 01/19-10/19

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)

Westsächsische Hochschule, Zwickau 09/00-08/06

Dipl.Designer (Textile Design)