FLORA FISCHBACHER

WEB DESIGN | UX DESIGN | MARKETING

PROFESSIONAL SKILLS

Sketch & Figma
Craft, InVision, Miro
HTML, CSS, Bootstrap, Tailwind CSS,
Javascript, Svelte
Responsive web design
Wordpress
SEO & Google Analytics
Pardot & Salesforce

CONTACT

📞 +43 660 3268022

✉️ florafischbacher1@gmail.com

🌐 https://florafischbacher.com

in /in/flora-fischbacher-4a7a93a7/

INTERESTS & HOBBIES

Hiking & outdoor activities
Yoga & hot pilates
Painting
Concerts
Traveling

LANGUAGES

English - fluent
German - fluent
Spanish - basics

WORK EXPERIENCE

WEBSITE ADMINISTRATOR & MARKETING AUTOMATION MANAGER
ecosio GmbH | Oct 2018 - Jun 2021
https://ecosio.com/

- Managed B2B marketing automation tool
- Created mockups of new features for the company website
- Designed monthly newsletters & marketing emails
- Maintained & handled deployment of company website
- Responsible for leading & hiring external website developer
- Responsible for Google Analytics & Google Tag Manager

WEB DESIGNER & SOCIAL MEDIA MANAGER
Allegria Restaurant | Jun 2017 - Jun 2021
https://allegriacarbondale.com/

- Designed & created Wordpress website
- Executed regular website maintenance & design
- Executed regular social media posts & campaigns

WEB DESIGNER
Personal website | Jun 2021
https://florafischbacher.com/

- Designed page layouts
- Designed logo
- Developed page using Svelte & Tailwind CSS
- Added new features & projects to the portfolio

WEB DESIGNER
Markus Hatvan | Jun 2020 - Aug 2020
https://markushatvan.com/

- Designed initial mockups for website
- Designed logo

EDUCATION

TALENT GARDEN

UX Design Fundamentals | Oct 2021 - Present
https://talentgarden.org/en/innovation-school/online/ux-design-course-part-time/

Modules:
- Introduction to User Experience and the Human-Centered Design Process
- Define the Problem and Empathize with People
- Product Requirements and Customer Journey
- Responsive UI and Interaction Design
- Prototyping Basics
- UX Validation and Testing
- UX Management

Programs/Tools and Methods learned:
- Design Thinking
- Qualitative & quantitative research methods
- Empathy Maps and Personas
- Customer Journey Map
- Value Proposition Canvas
- Figma
- Miro

UDEMY

User Experience Design Fundamentals | 2021
https://www.udemy.com/course/user-experience-design-fundamentals/

Certificate:
https://www.udemy.com/certificate/UC-d3933c30-1305-4492-9481-90e7ad5b60bf/

UDEMY

UX & Web Design Master Course | 2021
https://www.udemy.com/course/ux-web-design-master-course-strategy-design-development/

MODUL VIENNA

Hotel Management | 2014 - 2016