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Franz Pfitzer

Digital Product Design Student

I am studying Digital Product Design at **HfG Schwäbisch Gmünd** (6th semester) and currently spending my exchange semester at **San José State University** in California. My focus is on user-centered, technology-driven product concepts and clear, functional interfaces.

ABOUT

I enjoy working at the intersection of design and technology: from research and flow definition to wireframes and interactive prototypes. Most recently, I completed an internship in Infotainment Design at Porsche.

SKILLS

Web Development: HTML, CSS, JavaScript

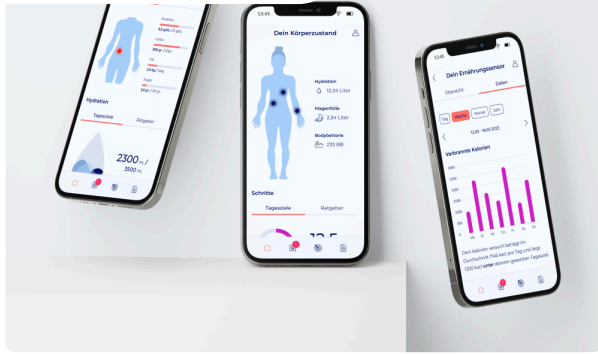**Frameworks:** Svelte, Next.js, React, Vue

Backend & Tools: Node.js, MongoDB, Docker, Postman, Terminus

SELECTED PROJECTS

Health cAIre

AI-powered health app concept: from ideation, wireframes and user flows to a consistent UI system. The goal is to make personal health data understandable and deliver motivating, easy-to-access insights.

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BeeSmart

Digital co-pilot for beekeeping: documenting mite infestations, treatment tracking and AI-based evaluation. A logbook allows trend-based decisions for bee health.

RESUME

High School

Königin-Olga-Stift, Stuttgart

Studies

HfG Schwäbisch Gmünd – Digital Product Design (B.A.), 6th semester

Internship

Porsche – Infotainment Design

Exchange

San José State University (SJSU), California

soon.

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CONTACT

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