

Hanna Bieri

Digital Product Designer

I'm a Digital Product Designer with a demonstrated history of working in the digital and print industry. Skilled at both the problem-solving and the creative aspects of design. Experienced in wireframing, User Experience Design (UX), User Interface Design, Adobe Creative Suite.

EDUCATION & EXPERIENCE

CODE University of Applied Science

Interaction Design, Bachelor of Arts

September 2018 – current

What I've learned so far:

- Design Methods, following the Double Diamond method: from primary research such as Exploratory Interview and observation, to clusters, insights and opportunities; from Design Principles to an ideation phase, from building to Rapid Iterative Testing and forming a solution
- Screen Design & User Interface Design, as well as Brand Design
- working on projects in international and intercultural teams; collaboration in interdisciplinary teams between design – engineering – product management
- cross-disciplinary knowledge also about Product Management (e.g. the lean startup-method & lean canvas; Design Thinking and Design Sprints; the Product Discovery Process; interpreted the learnings derived from customer and market research; market analysis methods like Porter's Five Forces, KANO, Customer Segmentation; ...)

Diskutier Mit Mir e.V.

UI-/UX-Designer, Working Student

October 2018 – current

- responsible for the user experience as well as user interface design for the pan-European political dialogue platform „Talking Europe“
- from User Flow Charts to final interfaces
- working on an international project with intercultural challenges
- over a period of 1.5 months (April–May 2019, pre elections), reached 4.500 visitors on talkingeurope.com and over 40'000 chats. Countries of residence: Germany (28%), Spain (14%), UK (12%), Italy (14%), Poland (9%).
- communication & coordination with dev team
- part of the development of the Europe-wide social media campaign as well as creation of assets for various channels: reached 225.791 people on Facebook [7. Mai 2019], 271.000 impressions on Tweet [May 2019], 39.683 visits on Talking Europe [May 2019]
- design of the social media campaign material for local elections in Bremen, Sachsen, Brandenburg & Thüringen for Diskutier Mit Mir

DESIGN METHODS

- User Interviews
- Surveys
- Personas
- Market Analysis
- Sketching
- Wireframing
- Prototyping
- User Flows
- User Interface Design
- Visual Design
- Usability Testing

SOFTWARE & TOOLS

- Sketch
- Adobe Xd
- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere Pro

FRONT END

- HTML
- CSS
- Java Script – learning :-)

Druckerei Kasimir Meyer AG, Wohlen AG
Print Media Publisher, temporary contract
April–August 2018

- professional transfer and processing of print media
- acquisition of knowledge of print-specific processes, tools (Apogee, Preflight, ...) and of print specifications
- from Indigo 5600 with a special white print to lasercutting for special refinements
- customer contact and close cooperation with project managers
- getting to know one of the largest & most renowned printing companies in German-speaking Switzerland with a wide range of different specializations

Berufsbildungszentrum Olten, BBZ
Berufsmaturität (BM 2, Vollzeit), Ausrichtung Gestaltung und Kunst
2016–2017

What I learned:

- approaching art projects with a clear intention, how to develop a message with meaning and transfer it to the viewer; getting to know a rather conceptual approach to projects
- Reflecting historical and current aspects of design, art and culture and being able to judge the quality of creative work.
- first experiences with digital design in a project about housing shortage
- Further development of basic design skills and abilities; improvement of three-dimensional imagination and a pronounced sense for proportions, colours, drawing, materials and font design
- Learning how to continuously acquire new skills and knowledge, also with regard to the time after training

Rothus Grafik und Verlag, Solothurn
Apprenticeship as a media designer print
2012–2016

- Design, creating and editing text and images for all types of print and screen media in a graphics studio of a publishing house – for printed matter and digital media
- a high degree of precision and high quality standards for everything that is implemented creatively: from posters, brochures and advertisements to campaigns, banners and signage
- an eye for detail, patience to keep going for the highest quality
- Image editing and the preparation of images for magazines, websites and social media
- direct customer contact, work according to customer order and independent organisation and coordination; systematic work and delivery on time
- Softwares (Adobe Creative Suite [Photoshop, InDesign, Illustrator, Bridge & Lightroom])
- love for good and neat typography, colours and shapes in harmony, well-balanced layouts and flawless kerning

MISCELLANEOUS & ACHIEVEMENTS

2017–2018
Stay abroad in
Central & South
America

2017
Award for
"Best vocational
baccalaureate 2017",
Berufsbildungs-
zentrum Olten

2016–2017
Part-time
employment in
gastronomy,
bartender at
Red John Gastro
GmbH.