

Hanna Bieri

Digital Product Designer

I took the decision to do an apprenticeship as a print media designer by the age of 16. It was 4-years training in and around everything related to print design. During that time, I really fell in love with print, typography and detail-love. Afterwards, I chose to go back to school as I was keen to deepen my knowledge, especially in a digital direction. I am a highly motivated, likeable and enthusiastic 23 years old, originally from Switzerland, currently studying Interaction Design at CODE University of Applied Sciences in Berlin.

EDUCATION & EXPERIENCE

CODE University of Applied Science

Interaction Design, Bachelor of Arts

September 2018 – current

The CODE University of Applied Science is a project-based university with a focus on tech. Every semester students work either on real-world projects or on student-projects, accompanied by seminars and workshops. It builds upon the flipped-classroom concept and is focused on peer-to-peer-learning.

What I've learned so far:

- basing design decisions on research and insights instead of a gut-feeling and „looks good“
- research methods such as exploratory interviews and observation, evaluating results, ideation phases and iterative testing
- User Interface Design for web and mobile applications, as well as how to add personality and a own look & feel to a brand – for example in the semester project „Rowa“.
- being in an international environment and working multicultural teams, as at CODE, there are students of 60+ nationalities
- project groups are formed out of 3–6 students in an interdisciplinary teams of design – engineering – product management; as a result of that, I could gain a crossdisciplinary understanding

Diskutier Mit Mir e.V.

UI-/UX-Designer, Working Student

October 2018 – current

Talking Europe is a pan-European platform for political dialogue. The application works with an algorithm, which connects citizens from different European countries with someone who's got another point of view and brings them in an anonymous 1:1 chat.

- 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 a project with intercultural challenges, especially as it was all about overcoming language and geographical barriers in political dialogue
- 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]

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 to be able to judge the quality of creative work
- 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, especially with regard to the time after training
- first experiences with digital design in a project about housing shortage

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
JavaScript – learning :-)

Rothus Grafik und Verlag, Solothurn (Switzerland)

Training as a media designer print

2012–2016

In the four year training as a media designer print, school and practical experience are brought together. While the theoretical basics are learnt and deepened in the school part, insights and experiences in the professional world are gained in practice.

- 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 and persistence to strive 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,

Berufsbildungs-
zentrum Olten

2016–2017

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