

# Hanna Bieri

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## 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 products, typography, neat kerning 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 an 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 cross-disciplinary 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 differing points of view and brings them together in an anonymous 1:1 conversation.

- responsible for the user experience as well as user interface design for the platform – from User Flow Charts to final interfaces
- working on a project with intercultural challenges, specifically 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, instructions and testing
- 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. May 2019], 271.000 impressions on Tweet [May 2019], 39.683 visits on Talking Europe [May 2019]

### Berufsbildungszentrum Olten, BBZ

Vocational baccalaureate (Berufsmaturität 2, full-time), focus on design and art  
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; learning to deliver a conceptual approach to projects
- reflecting on 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  
Java Script – 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 practical experience are brought together. While the theoretical basics are learnt and deepened in school, 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
- experience in a professional environment for 4 years

**MISCELLANEOUS &****ACHIEVEMENTS**

2017–2018

Stay abroad in Central &amp; South America

2017

Award for

"Best overall grades for vocational baccalaureate"

Berufsbildungs-  
zentrum Olten

2016–2017

Part-time employment in  
gastronomy,  
bartender at

Red John Gastro GmbH.