

## CONTACT

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# Stephanie Hotz

## Senior art director | UX/UI designer

### PROFILE

I'm Stephanie, a senior art director, UX/UI designer and interdisciplinary conceper based in Berlin, Germany.

I believe in a natural and inventive culture where the work of multi-disciplinary thinkers can come together and find its way into society.

I always focus on the user's experience in the specific context of each project – whether for an artwork, branding and/or a digital service. I'm here to generate great user experiences that solve everyday problems.

### SERVICES

**BRANDING** > Creative and art direction, Concept and visual design  
> Brand and corporate design, Packaging, Finishing, Production and supervision

**UX/UI DESIGN** > User journeys und user flows, User personas  
> Information architecture, Usability testing and analysis  
> Wireframing and rapid prototyping, UI components and documentation  
> Asset creation and developer handouts  
> Developer friendly basics in HTML, CSS and JavaScript

**TOOLSET** > Adobe CS, Sketch, Balsamiq, InVision, Figma, Zeplin, Slack, and many more

### EXPERIENCE

07.2018 – PRESENT

Senior art director and UX/UI designer working for corporates, institutions and agencies

11.2014 – 06.2018

Senior art director working for corporates, institutions and agencies on concept, branding, packaging, campaigning, finishing, supervision and project management

02.2008 – 10.2014

Visual designer and art director

01.2007 – 02.2008

Junior art director @Jung von Matt/Alster Werbeagentur GmbH, Hamburg, Germany

SEIT 2006 – PRESENT

Art projects, exhibitions, grants and granted residencies

### EDUCATION

04.2019 – Certified: Frontend development @CareerFoundry

07.2018 – Certified: UX designer @CareerFoundry

02.2008 – 10.2009 Graduate studies "Fine arts", Bauhaus-University Weimar, Germany

04.2005 – 04.2006 Exchange studies "Intermedia arts", Tōkyō Geijutsu Daigaku, Tokyo, Japan

09.2003 – 04.2004 Exchange studies „Diseño gráfico“, EINA – Centre Universitari de Disseny i Art, Barcelona, Spain

10.1999 – 09.2006 Diploma studies "Fine arts", Bauhaus-University Weimar, Germany

### LANGUAGES

German = native, Englisch = fluent, French, spanish and japanese = basic