



Barbara Langguth

CREATIVE LEAD & DESIGN MANAGEMENT

Passionate Creative Lead with background in Product Design, Art Direction & Training Management for over 15 years. Seeks to achieve shared objectives by bringing clarity to complex problems through cross-functional collaboration. Helps companies thrive by aligning customer needs with critical business goals, translating them into workable solutions.

EXPERIENCE

Product Design

VIEW PROJECTS

CAREERFOUNDRY

2021 - TODAY

Built multiple UX/UI projects from scratch with focus on design thinking, user-centric and mobile-first approach. Implemented (a.o.) competitive analysis, user research, personas, flows, IA, wireframing & prototyping, usability testing, design documentation & presentation

WebApp »Painbuddies« [Example]

Created a responsive website and accompanying App that enables chronic pain patients during and especially after therapy for a long-term effective recovery process

Art Direction & Training Management

VIEW PROJECTS

MBS NÜRNBERG | PART OF BERTELSMANN PRINTING GROUP

2006/2009 - 2021

ART DIRECTOR

- Conceptualized, produced and managed small to extensive creative communication concepts on highest functional and visual level, using full range of graphic design
- Transformed complex and technical issues into valuable solutions through critical thinking, clear communication and creativity to meet customer, user and business goals
- Led design teams of up to 10 people, coordinated interdisciplinary teams and managed creative processes by focusing on quality assurance and meeting deadlines

TRAINING MANAGER

- Was responsible for pedagogical and technical supervision as well as proper planning and implementation of the 'Media Designer Digital & Print' training and is thus jointly responsible for numerous, throughout successful graduations
- Recruited talent with empathy and people skills and ensured their optimal personal development while balancing the needs of trainees, company and training partners
- Continually adapted training structures and processes to a growing business, turning them into a system independent from parent company

Audit Committee Membership

IHK NÜRNBERG FÜR MITTELFRANKEN

2010 - 2021

Regularly evaluated interim and final exams for Media Designers, collaborated on evolving exam criteria and provided reasoned feedback, supporting both the volunteer committee and own company's trainees in terms of precise exam preparation

EDUCATION

Certified User Interface Designer
Certified User Experience Designer
Certified Training Instructor
Certified Media Designer

CareerFoundry, exp. graduation
CareerFoundry
IHK Nürnberg für Mittelfranken
MBS Nürnberg

Aug 2023
Jan 2023
June 2010
July 2009

📍 Nuremberg [GER]

🏠 Open to work remotely

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SKILLS & TOOLS

Management

Art/Photo Direction and Team Lead
Cross-functional Project Management
Customer Communication
Presentation
Databased Workflows
Quality control and assurance
Training Management
Examination in the Audit Committee
HR Management & Recruiting

Problem Solving

User-Centered Design
Design Thinking
Competitive Analysis
Generative & Evaluative Research
User Personas & Business Requirements
Mobile-First & Responsive Design
Information Architecture & User Flows
Iterative Wireframing & Prototyping
Usability & Preference Testing

Emotional & Visual Design

Interfacedesign (digital & print)
Whole field of Graphic Design
Creative Conceptualization
Corporate Branding and Styleguides
Typography, Texting and Content creation
Image Selection and Editing
Illustration and Animation
Frontend Development
Final artwork and Delivery

Tools

Marvel, Figma, Adobe XD
Adobe Creative Suite [InDesign, Photoshop, Illustrator, Premiere, Acrobat etc.]
HTML, CSS and JavaScript
Visual Studio Code and GitHub
Optimal Sort & Usability Hub
Screencast Software
MS Office 365
Wacom Tablet

loyal · reliable · trustworthy ·
helpful · engaged · open · precise ·
motivating · conscientious ·
focused · passionate