



Barbara Langguth

PRODUCT DESIGNER [UX/UI]

Passionate Product Designer with background in Art Direction & Training Management for 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 Designer

[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 Director & Training Manager

[VIEW PROJECTS](#)

MBS NÜRNBERG | PART OF BERTELSMANN PRINTING GROUP

2006/2009-2021

ART DIRECTOR

- Developed, 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

Member of Audit Committee

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

CareerFoundry, exp. graduation

Aug 2023

Certified User Experience Designer

CareerFoundry

Jan 2023

Certified Training Instructor

IHK Nürnberg für Mittelfranken

June 2010

Certified Media Designer

MBS Nürnberg

July 2009

📍 Nuremberg [GER]

🏠 Open to work remotely

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SKILLS & TOOLS

Management

Art/Photo Direction and Team Lead
Cross-departmental 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.]
Optimal Sort & Usability Hub
HTML, CSS and JavaScript
Atom and GitHub
Screencast Software
MS Office 365
Wacom Tablet

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