



# 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

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

MBS NÜRNBERG | PART OF BERTELSMANN PRINTING GROUP

2006/2009 - 2021

#### ART DIRECTION

- 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 MANAGEMENT

- 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

<b>Certified User Interface Designer</b>	CareerFoundry, exp. graduation	Aug 2023
<b>Certified User Experience Designer</b>	CareerFoundry	Jan 2023
<b>Certified Training Instructor</b>	IHK Nürnberg für Mittelfranken	June 2010
<b>Certified Media Designer</b>	MBS Nürnberg	July 2009

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## SKILLS & TOOLS

### Problem Solving

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

### Emotional & Visual Design

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

### Management

Art and Photo Direction  
Team Lead  
Interdisciplinary Project Coordination  
Customer Communication  
Presentation  
Quality control and assurance  
Training Management  
Certified Examination  
HR Management & Recruiting

### Tools

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

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