

## Bio

### CV Larissa Lang



**I am an interdisciplinary and curious UX designer with a wide expertise in user studies, interaction and visuals. Having recently completed a Master in Information Technology, I am now eager to take on new challenges in Stockholm.**

## Work experience

Present

### Interaction and User Experience (UX) Designer

Freelance / 01.2014 to 09.2023

- » For many years, I have been focusing on logo design and layouting as well as offered consultancy in branding and communication strategy.
- » Today, my designs make complex topics understandable and more accessible. My work approach is characterized by user studies and analytical thinking. My recent immersion into frontend development broadened my perspective on what is feasible.

2021

### UX Designer

scitis.io GmbH, Stuttgart, Germany / 01.2021 to 10.2021

- » Developing mock-ups and clickable prototypes for scitis' Industrial IoT platform. My prototypes visualized new features as well as expanded and improved existing parts of the interface.
- » I based my mock-ups on user flows which I created for the different user groups within the scitis platform.
- » I worked in sprints within an international scrum team where I collaborated closely with the product owner and a dev team consisting of data scientists and developers.

2020

### Project Manager Communications and Innovation Programs

bwcon GmbH, Stuttgart, Germany / 03.2019 to 04.2020

- » Realizing and maintaining project-specific websites (TYPO3, Wordpress). This included creating wireframes, implementing new content and functionalities as well as running user tests and analyzing traffic with Google Analytics.
- » Conceptualizing and (co-)moderating workshops by using and combining several innovation methods.
- » Main project: Design Thinking process for a new website portal for the Baden-Württemberg ministry of Economic Affairs. I conducted and evaluated user interviews. Based on this, I developed an clickable website prototype as well as a requirements specification document.
- » Redesigning and revising communication material (web, social media, print).

## Work experience

2019

### Working student Graphic Designer

bwcon GmbH, Stuttgart, Germany / 07.2018 to 02.2019

- » Communication and marketing material for the 2nd Blockchain Hackathon Stuttgart (website, social media, and print).
- » As a personal project, I also initiated and implemented the 'bwcon StarterKit' - a printed brochure that became part of bwcon's onboarding process for new employees.

2016

### Study Internship in an Advertising Agency / Strategic Planning

Heye GmbH (DDB München), Munich, Germany / 03.2016 to 08.2018

- » I took part in various market, competition and communications analyses as well as evaluated quantitative market research.
- » Conducting consumer analysis and generating consumer insights. Based on this, we created creative briefs and customer presentations.

## Education

M.Sc. Information Technology (IT) – Web Communication Design

Syddansk Universitet, Kolding, Denmark / 09.2021 to 10.2023

B.A. Graphic Design and Communication (ERASMUS)

Linköpings Universitet, Norrköping, Sweden / 08.2016 to 01.2017

B.A. Advertising and Market Communication

Hochschule der Medien, Stuttgart, Germany / 03.2014 to 02.2019

## Skills & tools

Tools serve as a way for me to turn my ideas into solutions. The list on the right is therefore constantly changing (as I try out new tools) or my proficiency in them improving (as I deep-dive into new functions).

- » Design tools: Figma, Adobe CC, Miro and Keynote.
- » Conducting user studies by employing methods such as Design Thinking, Prototyping, User Testing. Facilitating workshops on these topics.
- » Implementing structured data markup on a website and making it (more) accessible by adhering to the WCAG guidelines.
- » Understanding and visualizing quantitative & qualitative data.
- » HTML and CSS/SASS | Bootstrap and basic JavaScript
- » CMS such as Wordpress and TYPO3 | Google Analytics
- » Approaching interfaces with a user-centered mindset.
- » Creative thinking.
- » Collaborating in an agile team.

## Languages

German, Native

English, Fluent

Swedish, Conversational

Danish, Intermediate

French, Elementary

## Spare time = time for...

- » programming my own homepage and blog with Quarto.
- » playing volleyball.
- » going hiking and birdwatching.
- » cooking and baking bread.