Bio

CV Larissa Lang

I am a multilingual UX designer who is passionate about combining her design experience with frontend development. Having recently completed a Master in Information Technology, I am now eager to take on new challenges in Sweden.

Work experience

Present

<u>Interaction and User Experience (UX) Designer</u>
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

<u>UX Designer</u>
scitis.io GmbH, Stuttgart, Germany ∕ 01.2021 to 10.2021

» Developing mock-ups and 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

<u>Project Manager Communications and Innovation Programs</u>
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 handling errors and running user tests.

» 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-Wurttemberg ministry of Economic Affairs. I conducted and evaluated user interviews. Based on this, I developed an interactive website prototype as well as a requirements specification document.

» Giving advice in design/usability topics for founder teams as well as revising pitch decks contextually and graphically.

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 such as Figma, Photoshop, InDesign and Illustrator.
» HTML and CSS | SASS
» CMS systems: Wordpress and TYPO3
» Conducting user studies by employing methods such as Design Thinking, Prototyping, UX Testing. Moderating workshops on these topics.
» Implementing structured data markup to a website and making it (more) accessible by adhering to the WCAG guidelines.
» Approaching interfaces with a user-centered mindset.
» Understanding and visualizing complex contexts and data.
» Creative thinking.
» Collaborating in an agile team.

<3 – projects

Extra-curricular activities

Coordinating Tutor

Syddansk Universitet, Kolding, Denmark / 06.2022 to 09.2022

» Planning and executing the study-start for the new students of the IT – Web Communication Design programme.
» I also co-moderated the 2-day event, ensured the provision of relevant information and created a relaxed atmosphere.

Entrepreneurship

SANDBOX Accelerator

Hochschule der Medien, Stuttgart, Germany / 08.2017 to 02.2018

» 6-month qualification program for founders of the creative industries. SANDBOX is part of the transnational EU CERIecon project.
» Starting out as a university project, the program allowed my team to further develop and validate our social business idea 'helpmate'.

Languages

German, Native
English, Fluent
Swedish, Conversational
Danish, Intermediate
French, Elementary

Spare time = time for...

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