

## 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

### Interaction and User Experience (UX) Designer

Freelance / 01.2014 to present

- » 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 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

- » Designing, realizing and managing project-specific websites by creating sketches, wireframes and prototypes.
- » 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 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 XD, Figma, InDesign and Illustrator.
- » HTML and CSS | SASS
- » Conducting user studies by employing methods such as Design Thinking, Prototyping, LEGO. 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 CERlecon 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.
- » cooking and baking bread.
- » playing volleyball.
- » going hiking.