



PIA LETTENBAUER

User Experience Designer

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EXPERIENCE

DigiOutsource, SENIOR GRAPHIC DESIGNER

October 2018 – Present | Cape Town, South Africa

Conceptualizing new designs and user interactions, for desktop, mobile and print, that are functional and user-friendly and are in line with the business. Collaborating with developers and stakeholders to develop and design the new intranet. Managing Junior Designer and giving daily design feedback.

DigiOutsource, SERVICE LEAD

January 2017 – October 2018 | Cape Town, South Africa

Managed part of the German team, between 10-16 people, included regular feedback sessions and catch ups with each. Reported on the team stats monthly, as well as trends and analysed new business initiatives. Worked with analytics on insight and trends for continuous optimization and integration of systems and processes. Recruited new candidates for the team.

Kupfert & Kim, GRAPHIC DESIGNER

April 2014 – June 2016 | Toronto, ON Canada

Created all print design and campaigns as well as online and app design. Managed and worked closely together with external designers and programmers. Advertising led to bigger brand awareness and within six months, Kupfert&Kim expanded from one restaurant to six restaurants. Created catering promotion via social media, posters and flyers and which increased catering orders tremendously.

GRAPHIC DESIGNER

2009 – 2014 Agencies in Munich and Nuremberg Germany, Atlanta, GA and Freelancing

Created design concepts for various companies. Photo shoot art direction and image selection and editing. Part of research, planning and creative development for different campaigns. Client account management for some projects. Designed brochures, magazines, print ads, flyers, postcards, articles, posters, fact cards, stickers and satchels and prepared those files for printing press. Developed and designed brand guidelines. Trained and supervised new employees.

EDUCATION

UX Bootcamp

Feb 2020 – March 2021 (expected) | Online
CareerFoundry

Course in Advertising

Feb. 2012 – May 2012 | Atlanta, GA

4A's – The Institute of
Advanced Advertising Studies

Communication Designer

Sept. 2006 – July 2009 | Munich, Germany
Designschule München |
State Certified Communication Designer
with emphasis in Graphic & Fashion Design

State Certified Office Communication Manager

Feb. 2006 – Aug. 2006 | Munich, Germany
Art.com Inc. | Apprenticeship

Skills

Low to High Fidelity Prototyping
Storyboarding
Wireframing
User Research
Usability Testing
Print Design
Web Design

Tools

Adobe XD
Sketch
Adobe Creative Suite
HTML, CSS, JavaScript
Microsoft Office

Languages

German
English

