

Vivien Wika



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09.02.1994 in Hamburg



Hamburg



STUDIES

Frontend Development

CareerFoundry

10/2020 – 11/2020

Certified online Frontend Development for UI Designers course where I'm developing my own portfolio website with HTML, CSS and JavaScript including advanced CSS with animations and transitions.

UI Design

CareerFoundry

01/2020 – 09/2020

Certified online UI Design course that covers the following topics: Design Principles, Wireframing, UI Elements, Symbols & Iconography, Text & Typography, Platforms & Devices, User Psychology, User Research, User Personas, Lean UX, User Flows & Diagrams, Rapid Prototyping, User Testing, Mobile App Design for iOS & Android, Animation & Branding, Preparing Work for Handoff to Developers. Designed six apps from initial concept to final UI mockups using tools like Sketch and InVision.

Bachelor of Arts

*Foreign Trade /
Int. Management*

HAW Hamburg

03/2013 – 08/2019

The aim of the studies was to acquire broad knowledge related to international work and to acquire action concepts as well as communicative and intercultural skills in order to take on responsibility in international companies and organizations. My bachelor thesis "The role of a chief digital officer in the digital transformation of a company" was published as a textbook in August 2020 by the publisher GRIN.

Semester Abroad

SDSU, USA

08/2015 – 12/2015

I spent my voluntary semester abroad at the San Diego State University in the USA. During this time I completed the courses Advertising Strategy & Social Media, Marketing, Organizational Behavior and Financial Accounting.

02

PROFESSIONAL EXPERIENCE

**Junior Manager
Customer Success**XING Marketing
Solutions GmbH

09/2018 – present

My tasks include the planning and integration of marketing campaigns for our customers on XING, ensuring partner and customer satisfaction, close cooperation with the sales and product teams, support and advice for B2B customers/agencies including the organization and implementation of media planning, creative development of targeted advertising, measures and advice on campaign content, campaign tracking and reporting as well as the monitoring of administrative processes such as billing and controlling.

Bloggerwww.aclassymess.com

A Classy Mess

08/2012 – present

In my freelance work as a blogger, I am responsible for content planning on my blog and on my social media channels. Further tasks are the holistic implementation of cooperation with agencies and companies, the creation of the content (including photography and image processing) as well as the design and programming of my own website.

**Intern &
Working Student**XING Marketing
Solutions GmbH

08/2017 – 08/2018

During my internship and my subsequent working student activity in the customer success team, I prepared reports and presentations for customers, created target group selections for sponsored mailings, was responsible for testing and quality checks for sponsored mailings, supported the team in customer care, customized layouts for creative communication offers and programmed HTML mailings.

**Working Student
Online Marketing**

Hamburger Hochbahn

08/2016 – 05/2017

My tasks in the marketing team at the Hamburger Hochbahn included working in on-page marketing, SEO as well as content marketing and management. My own projects included the relaunch of the career space on the company website based on analysis results and research in collaboration with HR marketing and the development of a concept to introduce a new social media channel.

03

SKILLS

UI & UX Design • Conception • Strategy Wireframing • Prototyping • Usability and A/B Testing • Style Guides • Logo Design • Illustrations & Iconography • Sketching • Responsive Design • Campaign Management • Brand Management and Development • Communication

04

TOOLS & LANGUAGES

Sketch • Invision • Photoshop • Figma • Illustrator • InDesign • Photoshop • Flinto • Keynote • MS Office

HTML • CSS • JavaScript

German • English • Polish