

CHRISTOPH SCHMID

RESUMÉ

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Professional Summary

A multidisciplinary UX/UI designer with more than 20 years' experience in graphic design, perfectly able to adapt to projects of any size. Skillful at quickly turning results from user research and testing into high-fidelity clickable prototypes with Figma and the Adobe Creative Suite, bridging the gap between UX and UI design. Experienced in end-to-end and responsive design. Looking for opportunities to create exceptional digital experiences and learn more about the impact of UX/UI on the brand identity across all touch points.

UX/UI Skills

Methodology: Design Thinking Process • User-Centered Design • Lean UX • Agile UX • Scrum • Problem Statement

Research: Competitive Analysis • SWOT • User Interviews and Surveys • User Personas and Journey Maps • User Flows • Content Auditing

Design: Information Architecture • Sitemaps • Card Sorting • Usability Heuristics • Interaction Design • Mockups • Clickable Prototypes • UI Design • Wireframing • Graphic Design Workflow • Responsive Design • HTML • CSS • Design Language & Documentation • Accessibility

Testing: Usability Tests • A/B Testing • Preference Tests • Preference Test • Affinity Mapping • Test Reports • Rainbow Spreadsheet

Tools: Figma • Marvel • Adobe XD • Photoshop • Trello • Illustrator • InDesign • Dreamweaver • Adobe Creative Cloud • Wordpress • Elementor • UsabilityHub • OptimalSort

Languages

Native: German

Fluent: English, French

Intermediate: Arabic, Hebrew, Spanish

UX/UI DESIGN PROJECTS

Olive Health Application • 02/2022 – 06/2022

- Designed a responsive health and fitness app from analyzing the problem space and conducting a competitive analysis, over performing user research, creating user personas, user flows and user journey maps to building a high-fidelity prototype and testing it with real users using Figma, UsabilityHub, OptimalSort and the Adobe Creative Suite
- View project:** www.behance.net/gallery/146163535/Olive

GimmeTen Vocabulary Trainer • 01/2022 – 02/2022

- Created a flashcard vocabulary app by following the five stages of the design thinking process (empathize, define, ideate, prototype, test) using Marvel, UsabilityHub, OptimalSort and the Adobe Creative Suite
- View project:** www.behance.net/gallery/149949577/GimMeTen

WORK EXPERIENCE

Communications Designer

07/2002 – Present • Freelance • Leipzig, Cologne, Aachen (DE), Haifa (IL), Liège (BE)

- Helped small businesses as well as large companies to build and increase brand awareness across all channels (online/offline), always carefully balancing between business requirements and user needs
- Successfully developed the corporate design of Domainfactory, one of Germany's leading web hosters, by exploring the company's identity and taking a close look at the market and the competition
- Continuously improved the UI of all of Domainfactory's digital touch points (website, customer panel, app) which was a great opportunity to gain long-term experience in UX over an extended period of 10 years

Communications Designer, Global Marketing & Communications

10/2019 – 12/2021 • Goldschmidt Group • Leipzig (DE)

- Launched a global umbrella brand and coordinated a team of local brand delegates to secure brand consistency across all channels
- Developed extensive corporate design guidelines and published them on the intranet which considerably contributed to an improved brand consistency across all departments and subsidiaries
- Introduced a bilingual global staff magazine with a unique design and original content which considerably improved internal communication and encouraged team spirit across the company's 24 subsidiaries

User Interface Designer, Co-Founder and Associate

04/2000 – 06/2002 • Snoopmedia GmbH • Bonn (DE)

User Interface Designer

06/1999 – 03/2000 • Mindfact AG (later Framfab AG) • Cologne (DE)

EDUCATION AND QUALIFICATIONS

UX Design Training • 01/2022 – 06/2022 • CareerFoundry • Berlin (DE)

- <http://www.careerfoundry.com/en/courses/become-a-ux-designer>

Bachelor of Arts • 10/2012 – 09/2017 • Martin Luther University • Halle (DE)

- Media and Communication Science / Middle East Studies
- Final grade: 1.1 (outstanding performance)