

# Alexandra Krietzsch

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## EXPERIENCE

09/2018 -  
present

### **Freelance Graphic & UX/UI Designer**

*Berlin, Germany*

My Role: UX/UI/Print Design, Branding, Art Direction, Conception, Prototyping, Product Management  
Current Projects: Marketing Assets & UX/UI for Yara/Berlin, Branding & UX/UI for sablecard.com

07/2015 -  
08/2018

### **Lead UX/UI & Product Designer**

Hubrick Limited

*Berlin, Germany*

- Telling engaging stories through effective user experience and compelling visuals
- Leading user experience in alignment with technical and business requirements
- Defining the creative vision and create style consistency
- Driving user-focused designs
- Develop high-level concepts and prototypes
- Product & project management
- Conducting user research and user testing
- Providing feedback, inspiration and support
- Experienced in a multi-disciplinary team

05/2011 -  
06/2015

### **Senior UX & Visual Designer Onsite Marketing**

Zalando SE

*Berlin, Germany*

- Lead in the creation and definition of the user experience, ui and visual design
- Create compelling solutions for landing pages
- Improvement of usability and optimization of conversion rate
- Experience gleaning insights from data and working with data scientists
- Apply and evolve the existing CI Guidelines on new projects
- Effectively manage multiple projects/tasks of varying complexities
- Communicate the user experience to various stakeholders
- Creative direction and managing the work of junior designers

01/2009 -  
04/2011

### **Freelance Graphic Designer**

*Zeitz, Germany*

My Role: Concepting, Print Design, Branding, Art Direction  
Work: Corporate ID, Flyer, Ads, Book Design, Screen Designs

01/2008 -  
12/2008

### **Junior Graphic Designer**

David Sutherland, Inc. (In-house Marketing Department)

*Dallas, TX, United States*

My Role: Concepting, Project Management, Art Direction, Production Work, Pre-press  
Work: Brochures, Catalogs, Mailers, Price Guides, Ads, Web Design, Packaging

## EDUCATION

08/2005 -  
05/2008

### **Bachelor of Fine Arts, Communication Design**

Texas A&M University - Commerce

*Dallas, TX, United States*

## SKILLS

Strategy & Vision | Concepting | Storytelling | User Experience | UI Design | Branding |  
Print Design | User Research & Testing | Prototyping | Flows | Mocks | Project Management |  
Languages: German, English, Spanish (intermediate)