

# Frieder Reuter

## UX/UI DESIGNER

UX/UI and product designer who loves turning complex ideas into simple and engaging products. 5+ years of experience in product, visual & web design focussing on user-centred design processes.



### Professional Experience

since 2018

**UX/UI & Visual Designer**, various clients, Berlin & Aberdeen

Worked on multiple projects building websites, creating corporate designs and 3D visualisations and realised photography projects.

- Designing several websites with **FortyTwo Studio** *screen design, prototyping, design systems*
- Realising multiple web and corporate design projects with **Kollektiv HarriHarri**. *user research, information architecture, wireframing & prototyping, usability testing, screen design, branding & corporate design*
- Photographed entire product series for **Moya Birchbark**. Photos were published in multiple magazines, on websites, print products and social media. *concept development, photography, filming, photo/film editing*

2017 - 2019

**Product & Visual Designer**, Greissing Design, Wittighausen

Involved in product, graphic and corporate design projects for various clients.

- helped to develop a new industrial design concept for a production robot cell for **SAV**, improving usability and safety. *user & market research, sketching, prototyping, 3D construction, animation and regular presentations*
- Developed web & print products for **GÖTTFERT GmbH**. *layouting, icon design, 3D renderings, animations and infographics*

2012 - 2018

**Visual & 3D Designer**, various clients, Germany

Worked on graphic design & 3D projects in a diverse range of industries *logo creation, layout for digital & print, 3D construction, rendering, animation*



### Education

01/2020 - 06/2020

**UX Design Program**, CareerFoundry

6-month intensive course specializing in UX methodology, data and research driven lean & agile approaches to design, as well as prototyping, wireframing, usability testing and visual interface design.

- Designed the responsive web application Omni from scratch with a research focused approach resulting in an interactive prototype

2014 - 2016

**M.A. Design**, University of Applied Sciences Potsdam

Master thesis focused on research and design theory, exploring the meaning of form and haptic properties for the design process

2008 - 2014

**B.A. Integrated Product Design**, University of Applied Sciences Coburg

Bachelor thesis "Kitchen Scout" focused on motivating and empowering kids to cook and value healthy food



### Contact

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### Design Skills

UX / UI Design

Product Design

Graphic & Visual Design

Corporate Design

Photography + Filming

Animation & 3D Visualisation

Model Building & Rapid Prototyping

Basics in HTML, CSS & JavaScript



### UX Skills

User Research

Information Architecture

Wireframing & Prototyping

Usability Testing



### Tools

Adobe XD

Adobe Photoshop & Lightroom

Adobe Illustrator

Adobe InDesign

Adobe Premiere & AfterEffects

Sketch & InVision

Cinema4D (+Vray)

Rhinoceros



### Languages

English // Proficient

German // Native