

Frieder Reuter

UX/UI and product designer who loves turning complex ideas into simple and engaging products. 8+ years of experience in user experience, user interface, visual & product design focussing on user-centred design processes.



Professional Experience

2021 - 2024

UX & digital lead, Fine Day Studio, Aberdeen

Leading UX and digital projects for clients in the UK and beyond

- Lead user research, UX process and development phase of **Locked World**, a highly accessible digital arts platform focussing on disabled artists. interviews, wireframing, prototyping, usability testing, ui design, developer hand-off
- Lead user research and design phase of website development for multi-national energy supply company **Hunting INTL**. Improving overall usability, scalability and content flexibility which lead to an increase of the website activity by 45% and improved product findability. user research, wireframing, ui design, cms
- Directed user research, final development and launch of **House Music**, an interactive web application for kids to create music online together. Usability testing with kids and teenagers led to improved usability and accessibility. usability testing, ui design, developer hand-off

2017 - 2019

Product & Visual Designer, Greissing Design, Wittighausen

Working on product, graphic and corporate design projects for various clients.

- Designing production robot cells for **SAV**, improving usability and safety. user research, prototyping, cad, 3d animations and client presentations
- Developed various 3D visualisation, web & print projects for **GÖTTFERT GmbH** highlighting products and features. design for print, 3d renderings, animations and infographics

2012 - 2021

UX/UI & Visual Designer, various clients, Berlin

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

- Realising web, corporate design and landscape projects with **Kollektiv Harri-Harri** for multiple clients from small start-ups to medium sized companies. user research, information architecture, wireframing & prototyping, ui design, branding, concept development
- Photographed product series for **Moya Birchbark**. Photos are published in multiple magazines, on websites, print products and social media. concept development, photography, filming, photo/film editing
- 3D modelling and visualisations for multiple clients including **Inges Idee** an artist group building public art projects based in Berlin and **DGM Kommunikation** a marketing agency from Nuremberg. 3D modelling, animation, rendering, visualisation



Contact

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Design Skills

UX / UI Design

Product Design

Graphic & Visual Design

Corporate Design

Photography + Filming

Animation & 3D Visualisation

Modelling & Rapid Prototyping



UX Skills

User Research

Information Architecture

Wireframing & Prototyping

Usability Testing



Tools

Figma

Adobe XD

Adobe Photoshop & Lightroom

Adobe Illustrator

Adobe InDesign

Adobe Premiere & AfterEffects

Cinema4D (+Vray)

Rhinoceros

Solid Works



Languages

English // Proficient

German // Native



Education

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 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

Research based masters course in product and interface design exploring the depths of design methods and theory, research paper writing and applied conceptional design

- Master thesis focused on research and design theory, exploring the meaning of haptics in the design process

2008 - 2014

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

Applied product design course teaching the basics of the user centred product design process with multiple industry client projects each year.

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



Other

2024

UX North East, Aberdeen

Co-founding UX North East, the first ever community for UX designers in the north east of Scotland. Organising monthly meet-ups, talks and networking events for everyone interested in UX.

2019

Kollektiv HarriHarri, Berlin

Co-founding Kollektiv HarriHarri, a creative collective for landscape and web design projects. Realised multiple projects across Berlin and Germany.

since 2012

Photography

Working as a freelance photographers doing product and wedding photography in Germany and Scotland.