

STEFAN SIMAK

Senior UX/UI Designer & Senior Creative Producer | B.Sc. Online Media / Digital Media

info@stefansimak.de +49 151 41246208 www.stefansimak.de

Senior UX/UI designer and Senior Creative Producer with more than 8 years experience, based in Mainz, Germany. Background in brand strategy and marketing, that allows me to understand users emotional needs, and to create strong and engaging experiences. Highly skilled in User Experience Design (UXD), Visual Design and Creative Concepts, as well as in Media Production and Creative Direction.

Experience

Senior Digital Service Design & UX Concept Expert | Forwerts Interactive

April 2023 - Present / Frankfurt, Germany

- Designing user interfaces and creating prototypes for international groups
- Conducting moderated, on location and remote user tests, creating user journeys & stories
- Corresponding with stakeholders and internal teams to create the best digital products

Freelance Visual & UX Designer / Brand strategist | Freiraum Erlebnis GmbH

Mai 2022 - April 2023 / Mainz, Germany

- Designed a brand identity for the biggest climbing gym in the middle rhine area
- Evaluated, refined and aligned existing identities for the brands' other outdoor activities
- Created a brand guideline to ensure the quality and consistency of future communication

Freelance Filmmaker / Photographer | Peloton Magazine, Kenda Tires

June 2022 / Emporia; Kansas, USA

- Compiled and produced a short documentary about the story of two times olympian Lea Davison and her wife / Photography for social media and brand ads
- Corresponded with stakeholders to ensure the best output and distribution

Creative Producer // Photographer | Canyon Bicycles

April, 2017 - April, 2022 / Koblenz, Germany

- Directed teams of multiple creatives on campaigns and shoots
- Facilitated and created creative concept and brand campaigns
- Founded and established an internal content team, strengthened and modernized the creative output of the brand
- Developed and nurtured relationships across teams - marketing & brand, product and digital to define best practice content production, design and distribution

UX Designer // Creative Concept | Canyon Bicycles

January 2016 - March 2017 / Koblenz, Germany

- Analyzed, developed and proposed solutions for the brands website
- Designed online specials that helped to push sales over 1.000.000 € a day
- Established a system and guideline to ensure the quality of sales campaigns and brand stories
- Coordinated and lead UX related workshops with brand management and other stakeholders

Education

Certificate in User Experience Design | Career Foundry

June 2022 - December 2022 / Berlin, Germany

Certified Scrum Master | Scrum Akademie - SE Consulting GmbH

March 2017 / Cologne, Germany

Von der Strategie zur Kreation | Art Directors Club für Deutschland (ADC)

December 2016 / Berlin, Germany

B.Sc. Degree in Online Media | Hochschule Furtwangen

March 2007 - August 2010 / Furtwangen, Germany

Skills

Media

Photography
Video production
Creative Conception
Creative Direction
Project Management
Social Media

Design

UI Design
UX strategy
User stories
Concept sketches
User flows
Wireframes
Prototypes
Typography
Design systems
Graphic design
Branding

Research

User interviews
Usability testings
Persona hypothesis
Competitor analysis

Tools

Figma
Sketch
Adobe XD
Miro
Keynote
Illustrator
InDesign
Photoshop

Premiere
Final Cut Pro
Capture One
Lightroom

Jira
Trello
Smartsheet
Asana

MS Office