

Curriculum Vitae

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Work Experience

02. 2019 - Now Utrecht	VodafoneZiggo UX Designer & Researcher	<i>I work as a UX designer and user researcher helping different teams and connecting different parts of the company, since short as a member of the Center of Excellence UX. Before I was mainly working for the B2B sector of Vodafone and Ziggo. Now I carry out a research and service design project for the programme future of conversation.</i>
02. 2018 - Now Rotterdam	This Happened Rotterdam Curator & Moderator	<i>This happened is a reoccurring event happening at WORM with speakers from the service, experience and interaction design field. It focuses on the process rather than the outcome.</i>
09. 2016 - 09.2018 Rotterdam	WEAREREASONABLEPEOPLE Service and UX Designer	<i><u>Wearereasonablepeople</u> is a fast growing software and development agency in Rotterdam. I work in the field of UX design, user research and service design with clients such as Philips, Port of Rotterdam, ING, Rotterdam Police, UN Studio or Lightyear (solar car).</i>
02.2008 - 08.2016 Germany,Italy, Netherlands	Annahornberger.com Freelance Designer	<p>2014-2016: Design thinking and co-creation workshop facilitation for companies such as Volkswagen, Itallamp or ANWB and Design United, as well as and Industrial Fashion Design for Pinz Innovations.</p> <p>2011-2013: Industrial design and process design for design agencies such as <u>Indeed Innovation</u> and <u>IdAid</u>. I worked for example on cases for <u>Vileda</u> and DHL.</p> <p>2008-2012: Graphic print design for Heimat Museum Flacht, a local heritage museum, industrial design for <u>Officium</u> and interior design projects for dementia patients.</p>
02.2016 - 07. 2016 Delft, Eindhoven; Twente	Design United Workshop Organizer, UI Designer and Editor a.i.	<i>Organizing and documenting things2things, a workshop series on the topic Internet of Things by Design United the Design and Reserch nework of the 3 technical universities of the Netherlands.</i>
09. 2015 - 06.2016 Amsterdam, Delft	Amsterdam MediaLAB Service and UX Designer	<i>I worked on the project Vehicle2Grid a cooperation project of Alliander, Cofely, Amsterdam Smart City, Mitsubishi Motors and the HvA Amsterdam. I created a service for electric car drivers that allows to share their energy. See <u>Greengrid</u></i>
04. 2015 - 07.2015 Ho Chi Minh City, Vietnam	GetGreen Vietnam User Researcher	<i>I was planning, organising and facilitating co-creation workshops with middle sized companies, which are interested in sustainable production, and their customers.</i>

Internships

08.2009 - 02.2010 Berlin, Germany	Formfjord Product Design Intern	<i>I worked on different projects in the product design domain. Concept design, model making, 3d modelling. <u>Formfjord.com</u></i>
07.2007 - 09.2007 Leonberg, Germany	Cirp (Rapid prototyping) Modelmaking Intern	<i>This was a technical internship, I learned all about rapid prototyping, 3D printing, iron casting, silicone and model making. Cirp produces small series of new products before they go in production.</i>

Education

09. 2013 - 06. 2016 Delft, NL	TU Delft (NL) Master of Science in Design for Interaction	<i>My master studies had a focus on user research and service design methods, context mapping, creative facilitation and conceptualizing. Projects: Greengrid, GrookIt, NoxLumos</i>
09. 2007 - 06. 2011 Schwäbisch Gmünd, Germany	Hfg Schwäbisch Gmünd (DE) Bachelor of Arts in Industrial Design	<i>My bachelor taught me user centered product design with a strong focus on the symbiosis of functionality and aesthetics, as well as crafting. Projects: Strefzug, Waterwise, Isbjorn.</i>
02.2010- 09.2010 Milan, Italy	Politecnico di Milano (IT) Exchange Semester	<i>I did an exchange semester at the Politecnico di Milano taking courses in different master programmes including service and system design, event design, integrated product design and design for sustainability.</i>

Volunteering

06.2016 Brighton, UK	DRS Design Conference Conference Volunteer	<i>Conference of the international Design Research Society. Helping the speakers to set up the equipment, setting up the conference.</i>
02.2014 Amsterdam, NL	Interaction 14 (IxDA) Conference Volunteer	<i>International Conference on Interaction design. Giving guidance to the visitors, help to the speakers.</i>
10.2006 - 02.2007 Buenos Aires, Argentina	Mesajeros de la Paz Social Worker	<i>“Mesajeros de la paz” is a social welfare centre in Buenos Aires. I was creating and carrying out an afternoon program for children of homeless people who could come there to get food and play.</i>
2002- 2003 Stuttgart, Germany	Amnesty International Film Maker	<i>Creating and Shooting a campaign clip for Amnesty International, to raise awareness about child soldiers. Receiving the German human rights film award for it.</i>

Skills

UX and Service Design Methods and Skills

Qualitative user reserch, context mapping, customer journey mapping, service blueprinting and service orchestration, business model canvas, creating personas, story boarding, creative facilitation, co-creation methods, concept creation, app architecture and wireframing, UI design and illustration, agile methodologies, creating paper and clickable prototypes, usability testing, facilitating workshops and design sprints, public speaking.

Software:

Visual & UI: Illutrator, Indesign, Photoshop, Premiere, Adobe XD, Sketch, MS-Office and mac equivalents

Prototyping: Axure, Flinto, Invision, Frammer basics

3D: Rhinoceros, Solid Works

Rendering: Photoview, Cinema 4D, Keyshot, Shot Pro

Handcraft

Model making, wood-, metal-, plastic-, carbon-, concrete- and ceramic manufacturing, rapid prototyping and 3D printing, spray painting, sewing, jewellery making.

Language

German, English, Dutch, Italian (basics), Spanish (basics), css and html5 (basics)