

CONTACT

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Stephanie Hotz

Senior art director | UX/UI designer

PROFILE

I'm Stephanie, a senior art director, UX/UI designer and interdisciplinary concepter based in Berlin, Germany.

I believe in a natural and inventive culture where the work of multi-disciplinary thinkers can come together and find its way into society.

I always focus on the user's experience in the specific context of each project – whether for an artwork, branding and/or a digital service. I'm here to generate great user experiences that solve everyday problems.

SERVICES

BRANDING

- > Creative and art direction, Concept and visual design
- > Brand and corporate design, Packaging, Finishing, Production, Supervision

UX/UI DESIGN

- > User journeys und user flows, User personas
- > Information architecture, Usability testing and analysis
- > Wireframing and rapid prototyping, UI components and documentation
- > Asset creation and developer handouts
- > Developer friendly basics in HTML, CSS and JavaScript

TOOLSET

- > Adobe CS, Sketch, Balsamiq, InVision, Figma, Zeplin, Slack, and many more

EXPERIENCE

- 07.2018 – PRESENT > Senior art director and UX/UI designer working for corporates, institutions and agencies
- 11.2014 – 06.2018 > Senior art director working for corporates, institutions and agencies on concept, branding, packaging, campaigning, finishing, supervision and project management
- 02.2008 – 10.2014 > Visual designer and art director
- 01.2007 – 02.2008 > Junior art director @Jung von Matt/Alster Werbeagentur GmbH, Hamburg, Germany
- AT ALL TIMES > Art projects, exhibitions, grants and granted residencies

EDUCATION

- 04.2019 > Certified: Frontend development @CareerFoundry
- 07.2018 > Certified: UX designer @CareerFoundry
- 02.2008 – 10.2009 > Graduate studies "Fine arts", Bauhaus-University Weimar, Germany
- 04.2005 – 04.2006 > Exchange studies "Intermedia arts", Tokyo University of the Arts, Tokyo, Japan
- 09.2003 – 04.2004 > Exchange studies „Visual design“, EINA – University School of Design and Art, Barcelona, Spain
- 10.1999 – 09.2006 > Studies "Fine arts" and "Communication design", Bauhaus-University Weimar, Germany

LANGUAGES

German = native, Englisch = fluent, French, spanish and japanese = basic