



David Brandau

Digital product designer

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Introduction

I am a Berlin based, passionate digital product designer and design consultant with over 12 years of professional work experience in the digital world.

I worked for renowned multinational clients such as *Volkswagen, BMW, Alibaba, Bosch, o2, Vodafone, T-Mobile, Orange, Nokia, Jio, HERE, Albert Heijn, Oxxo, Sennheiser* and many more. While working in diverse fields like mobile apps, desktop and mobile web, automotive, white goods and print, I gained expertise in all project phases. I'm experienced in UX research, concept development, visual design, prototyping, testing and further design production. My sweet spot lies somewhere in between UX and UI design of mobile apps.

Work experience

- Since Jan 2020** ● **Freelance Senior / Lead Product Designer Berlin**
I moved back to Berlin in February this year and am mainly looking for interesting hands-on freelance opportunities or permanent lead roles in purposeful businesses.
- Mar 2019 – Jan 2020** ○ **Lead UX Designer *IceMobile*, Amsterdam**
After my promotion to UX Lead, I moved to the new business team at IceMobile, being responsible for project planning, setting up new briefing processes, increasing the collaboration between the tech and design teams and guarding the quality and consistency within my team of 6 designers. I was a direct mentor to three other designers and worked on applying a happy and safe work environment. At the same time I worked on pitches to win new clients and led the UX and visual design of a mobile app for a Mexican retailer.
- Mar 2018 – Mar 2019** ○ **Senior Product Designer *IceMobile*, Amsterdam**
I led the design team of a new mobile app for one of the biggest grocery retailers in Russia, Lenta, while working in an agile scrum team. It was my job to conduct in-store UX research, test and iterate ideas via prototypes and create and oversee the UX and visual design within my team. When our new app launched with a 4.8 star rating, the happy client decided to make me the creative director for their in-house web design team too.
- Sep 2012 – Mar 2019** ○ **Freelance Product Designer & Design Consultant Berlin, Mumbai, Amsterdam**
After years as an agency designer I started working as a freelancer. I searched for new challenges and wanted to learn new skills. After a few projects in the automotive world, I went to Mumbai, India to help building the digital brand identity of the new mobile internet provider Jio. After that, I redesigned the website of a big Russian internet company, developed consistent designs of the digital products for a luxury chauffeur service and created a music plugin for sound engineers.
- Mar 2009 – Sep 2012** ○ **Medior Designer *Iconmobile*, Berlin**
I was responsible for the development of new design concepts from car infotainment systems and mobile apps to washing machine displays. I guarded the visual consistency of my projects via style guides and design systems. While supporting various projects simultaneously, it was part of my job to assign tasks to other designers and manage the overall task overview.
- Mar 2008 – Mar 2009** ○ **Junior Designer *Iconmobile*, Berlin**
In a time when the mobile world had changed completely by the iPhone, I concentrated on pixel perfect icon design and reworking designs for various screen sizes.

Education

2012 – 2017

FH POTSDAM Bachelor of Arts

To deepen my interface design skills and to expand my knowledge in other design fields I attended the interface design BA program at the university of applied sciences in Potsdam. I gained lots of new skills and insights in fields such as physical interaction, programming, and type design (in class with Lucas de Groot, creator of the Thesis and Calibri) and completed my studies with an A grade (1,2) in February 2017.

2005 – 2008

ERNST-LITFASS-SCHULE State Certified Digital Media Designer

After completing an internship the founder of iconmobile asked me if I was interested to do an apprenticeship in media design. I was! So I spent two and a half years learning about all the essentials in graphic and screen design, while receiving a dual education with theory classes in school and hands-on projects in the agency.

2002

KGS RONNENBERG Abitur

While graduating from high school, where I focused on arts and English, I discovered my love for graphic design. I spent almost every afternoon in my room learning new Photoshop features and taught myself HTML while designing posters, CD covers and websites for bands of the local music scene.

Skills and interests

My favourite tool to design digital products is **Sketch** and I like to share designs with my fellow developers using **Zeplin** or **Sympli**. I also like the collaboration functionality of **Figma**. Quick click prototypes are best done with **Invision** and if I want to add a bit more sophistication, smooth screen transitions and a real look and feel, I use **Principle**. I love meaningful Animations and my tool of choice is **After Effects**. Of course I know how to use the other tools of the **Adobe Creative Cloud** too, I work with **Photoshop**, **Illustrator** and **InDesign** since over 16 years. **Microsoft Office** and **Keynote** are my friends too, as well as **Adobe Premiere** for Video and **Logic Pro X** for Audio editing and mixing. I have a good understanding of **HTML** and **CSS**, and I'm familiar with **Processing** and **JavaScript**.

In my spare time I'm improving my analogue photography and cooking skills, I love to go climbing and to do bike or kayak tours. I also spend some time being the lead singer and guitar player in a punk rock band and I recently started to create some electronic music too. I guess I will still need to find my music genre though.

Spoken languages

German Native: »Na klar! Als gebürtiger Hannoveraner spreche ich Oxford Deutsch.«

English Fluent: »Yes, of course, what would you like to talk about?«

Dutch Intermediate: »Ik versta heel veel, maar ik spreek alleen een beetje.«

French Elementary: »Un peu. Un croissant s'il vous plait.«