

Curriculum Vitae

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linda löser

Marken- und User Experience Design

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PROFESSIONAL PROFILE

- Extensive experience with digital branding and user experience design
- Well-practiced in user centered design and design thinking
- Expertise in strategic marketing and methods of innovation
- Skilled in leadership, consultancy and planning
- Resourceful and self-reliant

PROFESSIONAL EXPERIENCE

2013 - present

Senior Brand & User Experience Designer, Germany (freelance work)

Consultancy:

HCB Healthcubator GmbH, Birgit Ströbel

Clients:

Schürerer & Fleischer Immobilien GmbH & Co. KG, AGAPEO, Scout24 Holding, Optile GmbH

Agencies:

kleiner und bold GmbH for the client Westfalia-Automotive, Figge + Schuster AG for the client Schäfer Shop und REWE, becc agency GmbH for the client BMW

2012

Interims Design Lead, Interone, Munich

Client: BMW.digital (scrum project)

2011

Design Consultancy, SchömannCorporate, Berlin

Clients: Mobility Logistics Networks AG, Deutsche Bahn, Touch&Travel, DB Schenker, CDU/CSU Parliamentary group in German Bundestag

2008 - 2011

Art Direction and Consultancy, Berlin (freelance work)

Clients (selection): Design Reaktor International 2011, International Event for Green Fashion

TheKey.To, C. Bechstein Pianofortefabrik AG, Signal Iduna Park, Villeroy & Boch, The Shack, Humboldt Innovation GmbH, MyMiki, Diva Deluxe

2007 - 2008

Consultancy, unitb technology, Berlin

Clients: Bayer HealthCare, Bayer Schering Pharma, Nord/LB

2003 - 2007

Art Direction and Interface Design, Berlin/Lisbon (freelance work)

Including work for ID Media, DDB Berlin, Plenum, Stoll und Fischbach and cosmoblond

Clients (selection): Novar, Henkel, Volkswagen, Congster, T-Com, Vattenfall

2002

Sabbatical, Travel, South East Asia and India

1999 - 2001

Art Direction, bbdo interactive, Düsseldorf
Clients: Volkswagen, Karstadt, Henkel

1998 - 1999

Layout, Kremer Förster Hintze, Düsseldorf
Clients: Peugeot, IFA Berlin

COLLABORATIONS BETWEEN SCIENCE AND INDUSTRY

2007

Design Reaktor Berlin
Fragment Store; an innovative concept of manufacturing, product, and sales

2008

Humboldt Innovation GmbH, Berlin
Strategic reinvention of the corporate communications concept and service design

2010

C. Bechstein Pianofortemanufaktur AG, Berlin
Application of the 36 stratagems as a creative method to generate brand-coherent social media communication

EDUCATION

2004 – 2011

University of the Arts, Berlin
Communication in Social and Economic Contexts (Diploma, i.e. equivalent to Master of Arts)

1996 – 1998

Gewerbliche Schulen Mönchengladbach
State certified technical design assistant

1988 – 1996

Gymnasium Korschenbroich
Abitur (A-Levels)

AWARDS

- 2001 New York Festivals, Finalist Certificate, Kunde: Volkswagen
- 2001 New York Festivals, Bronze World Media, Kunde: Volkswagen
- 2001 Annual Multimedia Jahrbuch, Kunde: Volkswagen

COMPUTER SKILLS

- Sehr gute Kenntnisse in Adobe Creative Suite,
- Sehr gute Kenntnisse in Axure
- Sehr gute Kenntnisse in Excel, Word und Power Point

LANGUAGES

- Deutsch (Muttersprache)
- Englisch (fließend in Wort und Schrift)
- Portugiesisch (Konversation)
- Französisch (Konversation)