

Alexander Schröder

UX & UI Designer

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Employment History

Senior Interaction Designer

September 2019 – Present

CyberSolutions, Munich

- Responsible for building and the establishment of a design system and guidelines for different devices as well as defining and establishing UX and UI product design standards to ensure a lean and united UX across all touch-points
- Collaboration with colleagues from Research, Development and Product Owners to understand business and development needs and to design an e-commerce interface that provides the best possible experience for users
- Creating interaction concepts and presenting them with sketches, user flows, wireframes and usable prototypes to effectively communicate the interaction and design ideas
- Working closely with Frontend Developers to provide detailed specs for implementing new UIs efficiently and to build up a control library

Senior UX Designer

January 2019 – August 2019

SAP SE, St. Leon-Rot

- Coordinating and leading the Design and Development Team in Belarus and China for specific projects e.g. Match-Analyses and a Machine-Learning-Platform
- Responsible for building and developing design guidelines for different devices and platforms including best practices, patterns and guidance and also creating specs that enable developers to implement new UIs efficiently
- Holding and leading various design thinking workshops in order to better understand the customers needs and expectations for developing new products
- Development of a completely new unified mobile product family on different platforms with a focus on customer-centered functions such as: Match Analysis, Health Data, Training Sketches & Communication
- Overseeing and participating the design process, from concept and strategy to wireframe, UX and UI design, prototyping, testing and final execution
- Leading activities across the Design Team, ensuring the quality of design, timeliness of project deliverables and prioritizing resources while guiding and mentoring team members

UX Design Specialist

October 2017 – December 2018

SAP SE, St. Leon-Rot

UX Design Associate

August 2015 – September 2017

SAP SE, St. Leon-Rot

Founder

October 2012 – August 2019

Coazi, Mannheim

In 2012 I founded this clothing label out of fun in creating graphics and my interest in T-shirt-Design. From the beginning I focused on sustainable and fair produced products. I built up an online shop, planned two collections per year, worked together with several retailers, producers, and photographers, went to exhibitions and printed most of the products on my own, sustainable on order.

UI Design Freelancer

Juli 2014 – Feb 2015

Kuehlhaus AG, Mannheim

Education

Communication Design (B.A.)

University of Applied Sciences, Mannheim

February 2012 – September 2015

Awards

German Design Award – Winner

February 2020

3x Red Dot Award – Winner

December 2019

IF Gold Award – Winner

March 2017

German Design Award – Special Mention

February 2017

Skills

User Experience Design

Interaction Design

UI / UX Concepts

Design Thinking

HTML5 & CSS3

Mobile Design

Prototyping

Adobe CC

Balsamiq

InVision

Sketch

Figma

Languages

German

Native

English

Fluent

Spanish

Basic