



Adriane Wald

PRODUCT DESIGNER

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Hi.

I am Adriane, a Berlin-based freelance product and visual designer working in the fields of UX/UI design, branding, visual communication and illustration.

Education

Bachelor of Arts

11/2007 - 08/2010

B.A. Media Management and Design, University of Applied Sciences Mittweida and DEKRA University Berlin

Certificates

Digital Skills: User Experience by Accenture

2023

Fundamentals of user experience (UX) and the tools needed

Skills

Visual Design	EXPERT
UI Design	EXPERT
Design Systems	ADVANCED
UX Design	ADVANCED
Branding	EXPERT
Illustration	BEGINNER
Print & Layout	EXPERT
Advertising	ADVANCED

Tools

Figma	EXPERT
Illustrator	ADVANCED
Photoshop	EXPERT
InDesign	EXPERT

Experiences

○ Freelance Visual & Product Designer

SINCE SEPTEMBER 2019

Worked for a variety of clients from all sorts of industries.

Kianava – Branding, UI + UX (basic prototyping) and illustration

Tourlane – Concept and design of OOH and social media campaign

Tektit Consulting – Branding and UI

HQS Quantum Simulations – Branding and UI

Menlo79 – User journey and wireframes for a fleet manager software for a rail logistics company

Hype.Me – Branding, UI + UX (basic prototyping) for a influencer management/dashboard app

easyJet (for DOJO Werbeagentur) – OOH & social media campaign

○ Art Director for Green Window Services GmbH

03/2019 - 08/2019

findervest: Branding, UI and OOH billboard

Jouis Nour: Packaging, development of the branding, planning and shooting art direction

Green Tech Festival: design of exhibition stands, implementation of digital OOH

○ Art Director for oddity Jungle Berlin

09/2018 - 03/2019

Eau Thermale Avène: conception and implementation of social media campaigns

Tchibo: conception and implementation of digital advertising media

Purina Felix Katzenfutter: UI Landingpages

Disney: conception of social media campaigns

MaxiNutrition: Inhouse shooting art direction and implementation on social media

Languages

German	MOTHERLANGUAGE
English	PROFESSIONAL LEVEL
French	BASICS

○ Senior Designer for DOJO Werbeagentur

08/2015 - 09/2018

easyJet: Implementation of various social media and OOH campaigns

eBay Kleinanzeigen: Shooting art direction and implementation of an OOH campaign

Deezer: look development and implementation of an OOH campaign

Conrad: Implementation of an in-store campaign and development of a matching brandbook

Edeka: UI apprenticeship campaign

Teufel: look development and implementation of a campaign for a product launch

weg.de: lookdevelopment of digital OOHs

○ Graphic- and Web-Designer for Watchever GmbH / Vivendi

10/2012 - 08/2015

Helped with Product Design and took on the Design of Marketing Materials, classic daily Graphic Design Tasks (online and print), supported various Collaborations (LIDL, BILD.de) and created Graphics for them.

○ Teamlead Design and Graphic and Web-Design for Besser Betreut GmbH

10/2010 - 10/2012

Close cooperation with the marketing team.

Coordination of tasks within the design team.

Implementation of various design tasks - further development of the UI, rebrandings, implementation of print products.

○ Internship and Student Employee Graphic Designer for Zalando GmbH

11/2009 - 06/2010

Image editing for the online shop, creation of graphics for the website, logo development for the Zalando Lounge, design of the newsletter, design of the Zalando shipping box.



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