

FRAUKE SEEWALD

UX DESIGNER & RESEARCHER

SUMMARY

UX Designer and Researcher with 13 years of experience. Educational background in psychology with a focus on human-computer interaction and human perception.

Area of expertise is **aligning business goals with customer needs** by doing research, collaborating with stakeholders, generating innovative solutions with design thinking and visualizing concepts through wireframes.


Highly responsive, organized and collaborative work attitude.

INFO

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EDUCATION

MASTER PSYCHOLOGY
TU Darmstadt / Germany, Jan 2005

USABILITY CONSULTANT
Artop Berlin / Germany, Aug 2007

WEB DESIGNER
HTK Hamburg / Germany, Nov 2011

ACHIEVEMENTS

eCommerce

i.e. lululemon, Coop Calgary, Canadian Tire, BC Liquor Store, TELUS
Redesign of online shops and landing pages including check out process and SEO improvements.
UX meets marketing!

Finance & Insurance

i.e. Vancity, Regimen Partners, ignite, Mobiliar, UBS
Redesign or new design of websites, includes form design, information architecture, artificial intelligence, customer journey mapping.
UX meets future technologies!

Government & Public Sector

i.e. AUMA, YMCA, Pearson College, University of Lucerne
Information architecture and content strategy for large and complex websites.
UX starts with content!

Tourism

i.e. Hello BC, iTravel2000, Recreation.gov
Redesign of travel websites to increase customer engagement including booking processes and travel planning.
UX = holistic touchpoints approach!

Software & mobile applications

i.e. Apple, SaskTel, Roche, PostFinance
Design and usability testing of applications, including dashboard design.
UX and agile/ collaboration!

User Research

i.e. TransLink, EA Games, TELUS, BC Liquor Store
User research (interviews, surveys) and design thinking approach & workshops to define customer journey maps, value maps and personas.
UX means User-centered approach!

SKILLS

PROFESSIONAL SKILLS

User Research	
Wireframes	
Usability Testing	
Information Architecture	
Content Analysis	
UX Strategy	

TOOLS

Sketch	
Invision	
Axure	
Balsamiq	
Powerpoint/ Word	
PSD	

PERSONAL SKILLS

Project Management	
Creativity Thinking	
Sketching	
Facilitating	
Copywriting	

LANGUAGE

German	
English	
French	

CERTIFICATIONS

TRAINER & COACH ADULT LEARNING

TU Darmstadt/ Germany

INTERVIEWER MARKET RESEARCH

MaFo Frankfurt/ Germany

WORK EXPERIENCES

Self-employed | Vancouver, BC

Sep 2014 - present

UX Designer & Researcher

Worked for multiple companies & design agencies (i.e. TELUS, lululemon, FCV, Tribal DBB, Blast Radius, Open Road, Domain 7, EA Games) with a focus on user research, interaction design and UX strategy.

- Created user needs understanding and helped defining product features through user research & heuristic evaluation
- Successfully lead website and application design processes (agile approaches included)
- Delivered interactive prototypes and lead review discussions
- Facilitated UX workshops (i.e. user journey mapping)
- Organized and conducted usability testing sessions

FCV | Toronto, ON

Oct 2013 - Aug 2014

UX Designer & Information Architect

Interaction design for websites and application, focus on government and tourism industry.

- Information architecture and creation of innovative navigation concepts for large and complex websites (mostly public sector)
- Facilitated collaborative activities with Design Thinking approach
- Successfully lead website and application design processes

Unic | Bern, Switzerland

Oct 2011 - Sep 2013

UX Designer & Information Architect

Interaction design for websites and application, focus on eCommerce, online banking and tourism industry.

- Lead user research activities (quantitative and qualitative)
- Concept design with SEO improvements
- Creative thinking & design lead for pitch presentations

PREVIOUS POSITIONS:

Crealogix | Zürich, Switzerland

Sep 2010 - Oct 2011

UX Consultant

Interaction design for software and applications, focus on pharma industry and eLearning.

TELUS | Vancouver, BC

Apr 2010 - Sep 2010

Interaction Designer

Interaction design for telus.com online services.

Central 1 | Vancouver, BC

May 2009 - Apr 2010

Interaction Designer

Interaction design and usability testing for online banking services.

Swisscom | Bern, Switzerland

Apr 2005 - Aug 2008

Usability Consultant

User research, Usability testing lead and interaction design for innovative telecommunication and multimedia products.