



ANNIKA WIEDERA

Multidisciplinary UX/UI designer with 7 years experience in developing thought-out design concepts for digital and print. Dedicated to enhance visual communication and user experience. Skilled at developing cohesive design systems, branding and wireframes. Committed to continuous learning.

📍 Stolbergstraße 7 | 12103 Berlin

📞 +49 176 42 00 42 57

✉️ annikawiedera@aol.com

🌐 /in/anwi

Online-Portfolio Link

WORK EXPERIENCE

GRAPHIC DESIGNER • NEXR TECHNOLOGIES

03/2020 – 02/2023 • Virtual reality tech-company, Berlin

- Implemented a website redesign with a focus on enhancing user experience, resulting in a significant increase in website traffic and visitor engagement
- Managed all aspects of external & internal visual communication of the company
- Directed the development and seamless implementation of a cohesive corporate design that, ensured consistency across all brand assets and communication channels
- Led multiple projects simultaneously with cross-functional teams of internal & external employees (developers, stakeholders etc) to achieve successful visual communication
- Created and implemented style guides and designed pitch presentations

BRAND & MARKETING DESIGN INTERN • MC QUADRAT

10/2019 – 03/2020 • Brand & marketing agency, Berlin

- Was involved in creation of UX Design for a health care app
- Developed new Corporate Designs and marketing campaigns

PACKAGING & BRAND DESIGN INTERN • PETER-SCHMIDT-GROUP

08/2017 – 12/2017 • Packaging & brand agency, Hamburg

- Developed Packaging designs for multinational food & consumer goods companies
- Co-created Branding for diet plan company

GRAPHIC DESIGN INTERN • IM MAI

01/2014 – 04/2014 • Marketing agency, Berlin

- Created print & layout design for multiple corporations

EDUCATION

UX/UI DESIGN BOOTCAMP • SPICED ACADEMY

09/2023 – 12/2023 • project-based full-time course, Berlin

- Designed "Runbuddy": a motivational running app originated from extensive user research that connects casual runners with their ideal running partner, fostering community engagement and mutual accountability to cultivate consistent running routines
- Designed an e-commerce shop for unique handmade jewellery
- Prototyped a travel-app which provides trustworthy recommendations

BACHELOR OF ARTS IN COMMUNICATION DESIGN (MARK:1,5)

10/2014 – 09/2018 • at the Hochschule für Technik und Wirtschaft, Berlin

EXCHANGE SEMESTER IN VISUAL COMMUNICATION

07/2016 – 12/2016 • at National Institute of Design, Ahmedabad, India

HARD SKILLS

UX/UI Design
Prototyping
User Research
User Testing
Desk Research
Graphic Design
Branding
Icon Design
Print Design
Picture Editing
Illustration

PROGRAMS

Figma
Adobe XD
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Lightroom
Adobe Aftereffects
Powerpoint
Notion

SOFT SKILLS

Communication
Teamwork
Conceptual Thinking
Curiosity
Fast Learning

LANGUAGES

German	native
English	C2
French	B2
Spanish	A2