

JAKOB BEHREND
USER EXPERIENCE DESIGNER



I'm a UX designer pursuing a career in the development of enjoyable and satisfying services and products that rely on research and strong concepts in order to meet user needs. I enjoy working in teams, where I can apply my knowledge in user-centered design, aesthetics and technological developments.

PERSONAL DATA

—
Birthday: 16.11.1983
Address: Richard-Strauss-Straße 11, 81677 München
www.tschoepler.net, hello@tschoepler.net

EDUCATION

2011–2013 **HTWG Konstanz University of Applied Sciences**
Master of Arts (MA), Communication Design
Final thesis: Interreaction – Interactive media in space
Focus on experience design, human-centered design,
design research and design rhetoric

2007–2011 **HTWG Konstanz University of Applied Sciences**
Bachelor of Arts (BA), Communication Design
Final thesis: zweifarbtton – Interactive live visuals
Focus on interaction design, corporate design, motion design,
visual design and professional writing

RECENT TRAINING

in 2018 A Smarter Way to Learn JavaScript (Mark Meyers).
in 2016 Kanban Fundamentals (Steve Smith)
Scrum Fundamentals (David Starr)
Creating effective user stories (David Starr)
Creating effective user stories (Jeremy Jarrell)
Agile Estimation (Stephen Forte)



PROFESSIONAL EXPERIENCE

since 09/2018

Lead User Experience Designer

Kaiser X Labs, München

- _ Lead Designer for the development and implementation of an insurance customer portal, incl. overseeing and delegating 6 designers (junior and senior level) and being the go-to person for the project team (business analysts, product owners etc.)
- _ Setup of team structure and workflows for a newly formed design team for this customer portal
- _ Close collaboration with research team to setup processes and workflows to ensure constant exchange between the research team and the design team
- _ Conducting design workshops with internal and external stakeholders
- _ Enabling and mentoring communication and alignment with other project-teams and stakeholders

04/2017–2018

Senior User Experience Designer

Kaiser X Labs, München

- _ Contribution to the concept and design for the relaunch of an insurance customer portal
- _ Analysis and design of user flows together with business analysts and product owners
- _ Close collaboration with the research team on usability testings and support during customer interviews, translating insights into action items and prioritizing them
- _ Coordinating and leading 3 designers (junior and senior level)
- _ Close collaboration with developers for implementation

06/2015–2017

User Experience Designer

Milla & Partner GmbH, Stuttgart

- _ Concept and Art Direction/Technical Lead (project based) of digital/interactive applications
- _ Style guide development
- _ Development and direction of (client) workshops
- _ Development and conduction of client-trainings for interactive and CMS supported projects
- _ Technical documentation/manual development
- _ Inspection and approval of digital exhibits/exhibitions
- _ Technical project management: controlling of third parties

- _ Interim-team lead of cluster „digital media“ (10 months)
- _ Co-development of a new production-workflow
- _ Assistance in effort/cost estimation and production planning
- _ Team-knowledge base development and lead
- _ Supervision of job interviews
- _ Supervision of interns and freelance team members
- _ Introduction and training of (junior) designers



07/2014–2015 **Creative Media Producer**
Milla & Partner GmbH, Stuttgart

- _ Concept and production of digital/interactive applications
- _ Technical (innovation-)research
- _ Technical feasibility examination and development of low/high fidelity prototypes in cooperation with front-end/back-end developers and the client
- _ UI design, motion design
- _ On-site support of interactive exhibits

since 2008 **Freelance UX Designer**
tschoepler, Konstanz/Stuttgart

Projects for clients and personal projects

2008–2009 **Internship**
envision+, Bühlertal
Editorial/Communication Design and Branding

Polyform GbR, Berlin
Exhibition Design, Information Design



PUBLICATION

2015

Book publication

Interreaction – Interactive media and spatial communication

avedition, Stuttgart

2016

Talk

Interreaction – Interactive environments as enablers for successful communication

ITB Mice Day, Berlin

LANGUAGES

++

HTML, CSS, JSON

+

JavaScript, PHP, SCSS

German (mother tongue)

English (fluent)

French (basic knowledge)

PASSION

Live Visuals

Creating real-time visuals for live music

Open source tools

Anything I can self-host on my uberspace

