

Robbin Staack

User Experience Designer

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WORK EXPERIENCE

July 2015 - October 2017

Freelance & Permanent

ImmobilienScout24 GmbH

Responsible within cross-disciplinary teams to define product design & conception, as well as to enhance the usability of the Android and iOS apps by strong collaborations with product owners and developers. I facilitated workshops defined by design thinking, made research and worked within constant iteration on grow- and engage- topics.

- (Rough) Prototyping with paper, Principle and Invision
- Visual, interaction & motion design with Sketch and Principle
- Working with Atlassian tools like Jira, Confluence etc.
- Collaboration with data analytics (A/B Testing, conversion rate, KPIs)
- Executed user research in interviews, guerrilla testing and proband testing
- Worked within constant iteration with lean approach of MVP'a

July 2017

Freelance

Drivva.io / Hella

Responsible for the overall structure and concept, evaluation and research to the final interface for a new carsharing app.

- Defining information architecture of the app and its functions
- Evaluation with product owners about the scope and kind of features
- Designing the complete UI and supporting the development

June 2017

Freelance

UX Consultant on {re}coding Aviation Hackathon

I consulted the various teams on a three days hackathon about all matters regarding UX Design, including approaches for idea generation, user testing and pieces of advice for general design rules and methods.

June 2015 - February 2016

Freelance

AskCharlie GmbH

A multidiscipline design role including branding, web design and user experience. Responsible for new website as responsive design and portals for customers and consumers.

September 2012 - May 2015

Apprenticeship

ImmobilienScout24 GmbH

Appropriated all aspects of graphic design with a strong focus on user experience design and mobile platforms. The apprenticeship consisted of 50% hands-on-work and 50% education at school of communication design.

EDUCATION

September 2012 - May 2015

OSZ Druck- und Medientechnik Berlin (School of communication design)

Apprenticeship with graduation in digital media design, subject area: concept and visualization.

Fundamental, practical and conceptual skills of design. Capabilities of working across a range of domains and industries, including graphic design, advertising, branding and illustration consultancies, as well as design and communication units within corporate.

CAPABILITIES

- Lean & agile design processes
- Research & usability testing
- Design Thinking
- User interviews, focus groups
- Ideation & concept workshop facilitation
- Material design & Apple design guidelines
- Invision, Sketch, Principle, Zeplin, Post-it's
- Kanban & Scrum
- Prototyping
- Visual, interaction & motion design
- Atlassian tools
- Data analytics
- English & German