

MARINA FRÄNKEL

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Versatile UX designer with a background in both marketing communications and graphic design. Passionate about translating complex problems into visually comprehensible layouts with the user in mind.

EDUCATION

2021

CareerFoundry Berlin, GE

UX Design programme

2015-2016

MK24 Amsterdam, NL

Concept & Design programme

2012-2013

GMI Designschool Amsterdam, NL

- **DTP Professional programme**
- **Media Design Course: Typography & Layout**

2003-2009

University of Amsterdam, NL

Art History (B.A. degree)

- Minor: Aesthetics

1998-2002

Arnhem Business School, NL

Commercial Studies (B.A. degree)

- Kingston University London, UK:
Erasmus Exchange

SKILLS

Figma

Sketch

Invision

Persona, user journeys & user flows

User research & user interviews

Wireframing & prototyping

Usability testing

Basic HTML

Adobe Creative Suite

Adobe Premiere & After Effects

Visual design

Branding

Event organization

PROFESSIONAL EXPERIENCE

Freelance Marketeer / Graphic Designer

May 2009 - currently, Amsterdam

- Co-designed LOOPS, an audio app for a marketing agency. Currently in the app store.
- Redesigned the onboarding process for an online rental tool.
- Implemented a webshop for contemporary art publications. Increased the processing time of book sales with 300%
- Organized two book sales for de Appel arts centre in Amsterdam.

Marketing Graphic Designer

September 2017 - August 2020, at various startups in Berlin

- Created platform videos for medical devices for horses.
- Redesigned the website for Piavita AG.
- Designed an online booking sequence (responsive design with prototype) for Harry Potter und das Verwunschene Kind.
- Designed brochures for regional campaigns in Germany.

E-Marketing Assistant

March 2014 - March 2017 at Elsevier, Amsterdam

- Created online ads and emails to scientists across the globe.
- Provided training on email layout and best practices, to a team of 80+ marketing professionals worldwide.
- Created a visual language for an internal marketing summit.

Marketing Coordinator

December 2011 - May 2012 at Woonzorg Nederland, Amsterdam

- Effectively communicated with external stakeholders, such as tenants and design agencies for promotional purposes.
- Copywriting for house-rent ads based on five persona types.

Marketing Communications Assistant

August 2005 - May 2011 at Honeywell, Amsterdam

- Organized and assisted 10+ sales events, such as roadshows, seminars and stands on trade fairs.

PROJECT EXPERIENCE

Project Manager TEDxAmsterdam Awards

September 2013 - November 2014 Amsterdam

An annual competition to support great ideas with a positive impact on society. Co-organized the innovation workshop for TEDxAmsterdam and Deloitte, and the top 30 ideas pitch in front of a board level jury.

Project Manager Dutch Pavillion at the New York Art Book Fair

March 2010 - November 2010, Amsterdam/NYC

Coordinated a joint participation of 17 art book publishers at the world's largest art book fair, which included: coordination of the Dutch Pavilion, fundraising at the Dutch embassy, budget management, and promotional activities.