

MARINA FRÄNKEL

Portfolio: www.marinafrankel.com

LinkedIn: www.linkedin.com/in/marinafrankel

Versatile and empathy-driven UX/UI Designer with 15+ years additional experience in marketing communications and graphic design.

Passionate about translating complex questions into visually comprehensible layouts with the user at the centre.

EDUCATION

2021

CareerFoundry Berlin, DE

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 Business**

SKILLS

- User research & user analysis
- Persona & user empathy maps
- User journeys & user flows
- Information architecture
- Wireframing & prototyping
- Usability testing:
- UI ideation & design system
- Implementation with frontend and backend development
- Icon creation
- Branding
- Print design

LANGUAGES

- Dutch - mother tongue (C2)
- English - fluent (C1)
- German - Good (B1)

PROFESSIONAL EXPERIENCE

UX/UI Designer

February 2022 - May 2023, Berlin

- Conducting user research, through user interviews and internships.
- Creating user personas, user journeys, user flows and the information architecture.
- Ideation: sketches, creating wireframes and prototypes.
- Usability testing with targeted user group, both summative and formative.
- UI ideation, together with external UI designers.
- Implementation with frontend and backend development.
- Verification of the app: defining requirements and app validation.

Freelance UI Designer / Graphic Designer

May 2009 - 2021, Amsterdam

- Co-designed LOOPS, an audio app for a marketing agency.
- 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%.
- Designed print materials for small businesses

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 / Creative 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 Communications 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.