

# Peter Schmitt

## User Experience Designer



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Portfolio

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### Profile

UX Designer located in Würzburg, Germany. With 13 years of experience in communication design and 10+ years of experience in education and blended learning, combined with a strong interest in learning processes, I aim to design for digital products (Web and mobile apps) that facilitate learning.

### UX-Skills

User Research  
User Interviews  
User Personas  
Information Architecture  
Wireframes  
Prototyping  
User Testing

### Technical Skills

Various Programs (Adobe Creative Suite, Adobe XD, Figma, Office and more)  
Basics in databases (SQL), HTML, CSS, XML

### Design Skills

Graphic Design  
Typography  
Icon Design  
Logo Design  
Web Design  
Sketching, Visualization  
Illustration  
Digital Illustration  
Branding

## Experience

### UX Designer

Self employed since August 2022

Planning and designing a filter feature for an online event platform (Wuerzburg Web Week, a series of events related to digitalization). | UX Research, User Interviews, Wireframing and Usability Testing for a party planning app (GetTogether).

### Expert in Further Education

IHK Akademie Digital GmbH | January 2021—December 2021

The company supports CCIs offering e-learning and blended learning to their customers. It offers a learning platform, digital learning content and video driven classes. The job was to network with important partners, develop ideas for new products and strategies.

IHK Würzburg-Schweinfurt (CCI) | September 2010—December 2020

Responsible for courses, exams and consulting for the further education. Working on overarching projects for the whole department (e. g. digitalization of student schedules). Marketing and onboarding for courses, student advisor etc. Development of new course formats corresponding to student needs. Introducing blended learning.

### Graphic, Brand and Web Designer

Identitätsarchitekten – Schmitt Löw Jeskulke GmbH | April 2006—August 2010

Identitätsarchitekten worked especially in the field of food (supermarkets etc.), helping the clients to find their vision/mission, applying workshops and communicate efficiently. First steps into Design Thinking 2009.

Schmitt & Pfefferkorn GbR | April 1997—December 2005 | Schmitt Identity Design | January 2005—March 2006

Working for different clients in different fields. Designing logos, corporate designs, Websites. As subcontractor designing user interfaces and program functional prototypes for health and navigation devices.

## Education

### Certificate in User Experience Design

CareerFoundry | July 2022—December 2022

A 6-month intensive course for UX designers, specializing in UX methodology, data and research-driven approaches to design, as well as wireframing, prototyping and website optimization. During this program, I designed an app called “Expert”, which enables participants of the Bachelor Professional of Economics to plan and track their learnings and to chat with experts in their field.

### Certificates in Visual Facilitation

Bikablo and The Doodle Institute | September 2019—March 2020

A 3 day, intense seminar with bikablo and an online seminar with Diane Bleck with weekly check-ins to evolve skills to facilitate people with visuals.

### Diploma in Communication Design

Fachhochschule Würzburg-Schweinfurt | Oct. 1991—January 1997

The University of Applied Sciences Würzburg-Schweinfurt has a conceptual driven approach. Besides the learning of the tools and techniques they concentrate in the understanding of how communication processes work and what’s behind design decisions.