

Alex von Feldmann
Interaction Designer MA (RCA)
Visual Designer FH (HGKZ)

39 Listria Park, London N16 5SW, UK
+44 7709 553024
alex.vonfeldmann@googlemail.com

Profile

Alex is a senior UX designer with 5+ years experience working in interactive media and the telecomms industry. She holds a Master of Arts in Interaction Design from the Royal College of Art London as well as a Master of Arts in Visual Design from the University of Art and Design Zürich. In her current position, she is responsible for creating and validating concepts and user experiences for mobile/converged products and services. Clients she has worked for in this function include Nokia, Orange, Deutsche Telekom and Yahoo. She is highly versatile, ambitious, passionate and self-motivated as a person and as a practitioner. So far, she has lived and worked in Germany, Switzerland and the UK.

Experience

since 02.2007 Senior Designer, Fjord, London

Fjord specialises in interactive, interface and service design for the mobile and PC platforms, interactive TV and embedded interactive screens. Clients include: Nokia, Yahoo!, Orange, Deutsche Telekom, BBC.

Sample projects I've worked on with Fjord include:

- Mobile game strategy and design for BBC
- Design platform and hero products (hardware+UI) for Deutsche Telekom
- Operator-centric addressbook application for Orange
- next generation open source OS for Nokia

05.2006 – 01.2007 Interaction Designer, AllofUs, London

AllofUs specialises in interactive product design ranging from custom software applications to bespoke interactive exhibits and physical installations. Clients include: BSkyB, Science Museum London, Natural History Museum London, NHS, BBC.

Sample projects I've worked on with AllofUS include:

- Sky Anytime VOD service (PC and HDTV clients) for BSkyB
- Interactive exhibits and content concepts for Stanislavsky Museum Moskau
- Mobile phone GUI redesign (custom UNIX OS) for Benefon

08.2005 – 01.2006 Interaction Designer, Monomo, London

Monomo specialises in designing and developing user-friendly web-based products and services. Clients include: CTAD, London Councils, BBC.

Sample projects I've worked on with Monomo include:

- e-Learning activities (VLE) for physically disabled people for CTAD
- e-Learning language course (VLE, CD-ROM) for CTAD

10.2001 – 09.2003 Visual Designer, Eyekon, Zürich

Eyekon specialises in integrated communications.
Clients include: Swiss Red Cross, Siemens, University of Zürich.

Sample projects I've worked on with Eyekon include:

- Inter- and Intranet for the Swiss Red Cross
- Community platform for Siemens
- Online recruitment platform for Siemens

Further experience

10.2005 – 06.2006 Lecturer in Digital Media (BA/MA), London Metropolitan University, London.
06.2003 – 07.2003 Visiting Lecturer in Visual Design, HGKZ, Zürich.
05.1996 – 06.1996 Intern Desktop-Publisher, Update Satzstudio, Hamburg.
02.1996 – 04.1996 Intern Silkscreen-Printer, Bäng, Hamburg.
01.1994 – 08.1994 Director's Assistant and Costume Designer, Rolands Theaterwerft, Bremen.
05.1993 – 01.1994 Director's Assistant and Stage Manager, Packhaustheater, Bremen.

Skillset

Process and practice: Design processes I am most familiar with (but don't practise at all times) are UCD, Design Thinking, Critical Design. In my design practise I think, sketch, prototype and communicate in wireframes, visual designs, illustrations, photographs and photocopies, post-its, newspaper clippings, books and papers, storyboards and scenarios, texts and talks, slideshows, diagrams and scribbles. Most importantly, I never stop asking questions.

Tasks and Responsibilities: Bluesky thinking and idea generation, High-level concept definition and proof of concept designs, Client workshops, Look & Feel, Interaction architecture, Interaction paradigms, Interaction and interface design specification, Interaction pattern analysis and best practice monitoring, System and service definition, Future investigation and trendwatching, Internal R&D, Benchmarks, Pitch presentations, Usability testing (assisting), User research (assisting), Market research (assisting), Strategy (assisting).

Software Photoshop, Illustrator, InDesign, Dreamweaver (prototyping skills include HTML, XHTML, CSS, basic JavaScript and PHP/MySQL), Flash (prototyping skills up to ActionScript 2), Director (prototyping skills include Lingo and 3D Lingo), OmniGraffle, Visio, Office, Final Cut, Processing (basic prototyping skills in Processing and Java), PicBasicPro, MacBS2.

Languages German (1st language), English (fluent), Swiss German (fluent), French (basic).

Education

09.2003 – 07.2005 Interaction Design, Royal College of Art, London. MA with Distinction

- MA projects are 'Software Movies' – communication pieces on software- and interface design that investigate ux bugs, create blueprints for new applications, give redesign briefs for existing applications.
- MA dissertation on 'Future Strategies of Software' is awarded a distinction.

10.1999 – 07.2001 Visual Design, HGKZ, Univ. of Art and Design, Zürich. Diplom FH with Distinction

- Diplom project is 'Online Book Browsing & Shopping Experience' (collaboration with art book publisher).
- Diplom project is awarded a 'Förderungspreis'.
- Diplom project is exhibited at 'SAD-Expo', Carousel du Louvre, Paris (May 2005).

10.1996 – 09.1999 Communication Design, Burg Giebichenstein, University of Art and Design, Halle.

- Awarded an ERASMUS scholarship to continue and finish studies in Zürich (September 1999).

10.1994 – 02.1996 History of Arts, Media Culture, American Studies, University of Hamburg.

- Quit university to enrol in arts university.

Referees

Kwame Ferreira kwamekwame@gmail.com

- Kwame was my service design lead at my current employer (Fjord).

Jokko Korhonen jokko.korhonen@gmail.com

- Jokko was my service design lead at my current employer (Fjord).