

DOMINIK KUDELA

Art Director, UX & Visual Designer

UX Designer with 15 years of experience as an Art Director in Visual, Editorial and Corporate Design. Core competencies in conceptualisation, problem solving strategies, user research and prototyping. Passionate about human centered design, understanding users' emotional needs and creating interfaces that delight, inspire and engage people in their everyday lives.

EXPERIENCE

Art Director

MSCN GmbH, Cologne November 2010 – April 2019

- Created marketing materials for Healthcare Brands like Bionorica, Baxter and Aurobindo for customers, pharmacies and clinics and at POS/fares
- Helped to improve Bionorica's Corporate Design creating a comprehensive Design Manual and implemented new products and brands
- Laid out and organized the production of Bionorica's Sustainability Reports
- Improved Bionorica's Packaging Design with an international guideline manual and a stylesheet database for manufacturers

Art Director

Schoener & Partner Marketingagentur, Cologne Mai 2009 — April 2010

- Created Visual and UI Design for online-shop platforms and customer websites
- Developed Corporate Design materials for new brands and customers

Communication Designer

Weinboerse Holding, Krefeld July 2007 — April 2009

- Improved the company's Dialog Marketing materials and helped to establish new brands
- Designed and maintained the company's product websites and newsletters

Internships Visual Design

Consulimus AG, Cologne, Freelancer October 2006 — March 2007

- Created Corporate Design materials and website templates for startups

Dieter Schweden, Leverkusen March 2005 – April 2005

Christian Barthold, Cologne Mai 2005 – July 2005

Visual Designer

PSONline, Leverkusen, Freelancer June 2000 — June 2002

- Designed layouts for websites and digital products, created Corporate Design materials

EDUCATION

Certified UX Designer

CareerFoundry | Berlin, Germany June 2019 – November 2019

- 500+ hours of training with industry-leading mentors and experts
- Focus on data driven UX methodology with a comprehensive, hands-on training spanning from user research and user journeys to information architecture, wireframing and prototyping. Resulted in Inkarnate, a social platform for tattoo hunters and artists.

Diploma in Communication Design

FH Düsseldorf | FH Niederrhein October 1999 – February 2006

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SKILLS

UX-Design, User Centered Design, Design Thinking, Information Architecture, Rapid Prototyping, Wireframing, Usability-Tests, User Research, User Journeys, User Persona, Mockups, Sketching

Conceptual Design, Illustration, Image Processing & Pre-Press, Visual Design, Layout and Typography, Colourmanagement, Presentations, Corporate Design, Dialog Marketing, Healthcare Marketing

TOOLS

Adobe XD

Sketch

Balsamiq

Adobe Creative Suite

Prott

Usability Hub

Basic HTML und CSS

Microsoft Office

Keynote

Filmora9

LANGUAGES

German

English

Polish