



Curriculum Vitae

Felix Barthel

I'm Flix, a freelance designer living in Berlin, specialised in User Experience Design, Visual Design and conceptual work for interfaces and interactive products. I work for startups, agencies and companies locally and worldwide.

Thinking Service Design

I can help you find and validate ideas for digital products and services, based on Design Thinking methods and a user centred approach.

Tangible Concepts

Interactive prototyping brings your ideas to live. Fast and iterative. It helps to make your ideas provable, from the first sketch to production.

Visual Languages

I like visual systems that make sense and offer more value than a fancy surface. The visual is part of the language of services and it is crucial to find the right one.

Experienced Team Player

As a freelancer, I work every few months in other teams. From small to large, agile, or even less; as a Team Lead and with project management experience.

Work

Strichpunkt (Digital)

User Experience Design & Product Concept

| *Ongoing. Secret and not released yet (-:*

Mai 2017 – June 2017

Nationale Sonderausstellung „Luther! 95 Schätze - 95 Menschen“

Interactive touch screen installation.

| *Wireframes, Visual Design and Production Management for several touch screen installations.*

| *Made in HTML5, designed in Sketch and prototyped with InVision.*

March 2017 – Mai 2017

Museum Barberini Potsdam

Guide and exhibition app

Agency, MicroMovie Media GmbH

UX- & Visual Design

If you open a brand-new museum these days like the Barberini in Potsdam, you want an interactive guide (or an app) for your guests and followers. Together with MicroMovie Media I produced an state-of-the-art iOS/Android app with interactive audio tours, catalog search, background infos and everything you need, even if you are not in Potsdam at the moment.

Wireframes and prototyping with Axure. Visual Design in Sketch.

September 2016 – November 2016

★ **Seatris UG**

Startup for high-class food/restaurant services

Head of Product

This ‚Restaurant Mastermind‘ is a table management solution for high class restaurants with a live booking service for guests and a global marketing channel to promote special offers and events. As Head of Product I was responsible for all conceptual and design aspects and coordinated the production in this highly agile and fast moving startup.

We used Sketch and InVision for design and prototyping. Agile sprint setup with Jira/Confluence.

User testing based on InVision click-dummies.

May 2015 – July 2016

★ **REWE Group**

Pitch and follow up refresh of the web-experience

Agency Think Moto

UX Design & Concept

The agency Think Moto hired me as Lead UX Designer for a pitch for REWE Group. We won. As follow up I continued my work for the production phase. Four month of intense work later the first iteration of the new and fully responsive web-portal went online and is growing step by step until today. Designed in Sketch, extended Axure specification with lots of wireframes, flow charts and prototypes.

October 2014 – February 2015

Flyiin.com

Startup for flight search services

Agency, Think Moto

UX Design & Concept

Flyiin is an air travel startup, betting on an upcoming booking technology in this industry. Together with Flyiin I created a first pitch prototype and a UX/Service Concept to convince airlines and partners to work with Flyiin.

The design was made with Sketch, flow sketches and wireframes with Axure.

Oktober 2014 – November 2014

Lernhelfer App (Duden Verlag)

E-learning web-portal, responsive and native apps

Agency Sirup Digital Communications

UX Design & Concept

Lernhelfer is a learning environment for school kids with an embedded encyclopaedia and a shop system hosted by Duden. I was responsible for Concept and UX Design and did a lot of Visual Design at the end too.

All the wireframes, flow charts and prototypes were made with Axure. Design and production assets were created with Photoshop.

April 2014 – September 2014

★ **Waymate (Door2Door GmbH)**

Startup for mobility services, long and short distances

UX Design & Art Direction

Together with Waymate I created three MVP products in 6 months to test assumptions and product ideas for the short and long distance travel market. Pendlr was a commuter communication service, Flightmate an airline/flight recommendation service and Flightboutique a very extraordinary and personalised flight search. I was responsible for Service Design, Concept, UX Design with wire-framing, prototyping, user testing and user interviews and sometimes for Visual Design, because I did Art Direction too.

We created native iOS apps, based on Photoshop designs and Axure prototypes. We used the Axure click dummies for user tests. The ideation was based on workshops and sketching.

September 2013 – March 2014

★ **Campanda GmbH**

Leading RV rental service; MVP and first releases

UX Design Lead

Campanda is the leading RV rental marketplace, acting in 31 countries worldwide for commercial and privat RV owners. Campanda was founded by Chris Möller in 2013 with a small but smart production team. I did the conceptual and UX Design work for the MVP and the first public release. Wireframes, flows and prototypes made with Axure. Project management for a team of 5 developers based on Jira/Confluence and sticky note action.

March 2013 – September 2013

Amazine GmbH

Fashion magazine startup

UX Design & Visual Design

Small startup creating a fashion magazine with integrated shopping experience. I did some conceptual work for their first product iteration.

Wireframes, flow charts and template setup made with Axure.

February 2013

RYLYTY

Reality game for kids

HOLTZBRINCK DIGITAL

UX Design & Visual Design Lead

It's a reality game, means kids can play games interacting with the real world guided by an app, which provides quests, support and virtual loot for them. RYLYTY was an MVP. We created an iOS App with several games and tested the app and the ecosystem with kids. I was responsible for Concept and Visual Design and created the Prototypes we used for our initial testings.

Wireframes, flows and prototypes created with Axure. Design and assets made with Photoshop.

September 2012 – December 2012

★ **MONOQI**

Flash-shopping startup

UX Design

Monoqi was founded as a flash shopping startup focused on content driven e-commerce. I did Conceptual/UX Design and Visual Design for the initial product launch and the following iterations. Axure, Photoshop, Fireworks.

March 2012 – October 2012

Tui.com

Travel agency

UX Design & Interface Design

I designed and specified a booking line for cars as part of the TUI booking system. Made with Axure and Google Docs.

June 2012 – August 2012

Trip

Travel service startup

Agency, Think Moto

Concept & Graphic Design

May 2012 – June 2012

Heye, Sixt, Otis, Engel & Völkers and more

Agency, Nerdcommunications

Interface & Graphic Design

February 2010 – November 2011

Education

Bachelor at the University of Applied Science Potsdam

2006 – 2011

University of Applied Science Bielefeld

2004 – 2006

Gestaltungstechnischer Assistent, AIK Dresden

2002 – 2004

Tools In Use

Sketch

Axure, OmniGraffle

InVision, Marvel

Jira, Confluence, Trello

Adobe Creative Suite (Ps, Fw, Ai, Id, Dw, Ae, Sb)

Coda (HTML, CSS)

Cinema 4D

iWork 09, Office

and more ...

Get In Touch

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