



creating digital experiences across the web

user experience / strategic planner

new!

*For a business not to **socially** advertise is like winking at a girl in the dark. you know what you are doing, but no one else does.*

- Stuart Britt / U.S. Advertising

ABOUT ME

I'm a **User Experience Designer, Strategic Planner** and **Entrepreneur** working in the beautiful city of Basel. I want to create memorable product and communication experiences by consequently putting the user in the center of all creative efforts.

Furthermore, I'm currently developing a **kick-ass Content Management System** that will change the way we update web contents. Local newspapers already showed interest. You don't believe me? Get in touch! I gladly show you.

[READ INTERVIEW](#)

EXPERIENCE

August 2011 - Present

UX Designer / Web Engineerer / Strategic Planer | crbasel advertising

Leading the design of the agency's new identity from the basic concept to the final visual design. Work closely with designers, consultants and managers in the web and communication business to create unforgettable product and advertising experiences (www.crbasel.ch). Create convincing pitch presentations.

July 2008 - Present

Software Developer / Interaction Designer | webchaeschtli, Switzerland

Create interaction concepts. Visualize workflows. Code a next generation CMS. Design user interfaces. Design & implement websites.

January 2011

Scientific Researcher in Social Media | University of Camerino, Italy

Holding speeches about the power of Social Media and reputation management.

EDUCATION

Master of Business Information Technology 2011

University of Applied Sciences Northwestern, CH

Master of Computer Sciences 2011

University of Camerino, Italy

Bachelor in Business Information Technology 2009

University of Applied Sciences Northwestern, CH

SKILLS

German



English



French



Japanese



Team Skills



HTML, CSS



JavaScript

