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V I C K Y P E U C K E R

Berlin-based UX Designer with a knack for breaking down complex issues into accessible deliveries. Uses design thinking methodologies to create inclusive design and brand solutions for an audience of all backgrounds.

Experience

Communication Designer, Freelance

May 2018 – present

- Helped startup's find their place in the market and created a consistent brand experience in the forms of corporate identities, websites, infographics and styleguides.
- Realized 5+ websites from conception through to completion working with wordpress and remotely with developers, the latest being:
 - Redesign of an internationally successful theatre choreographer's online showcase which features 28 productions by conducting content audits and then reducing the cognitive load and visual complexity by developing new site structures and consistent design patterns: *helenawaldmann.com*

Assistant to Intermedia Artist Karina Smigla-Bobinski

Oct 2016 – present

- Support the artist whose work has been shown in 45 countries with the careful creation of marketing assets such as a limited edition art book and photo and video documentation of her work as well as representing her for the Q&A during international artist talks.
- Organized, built and delivered art installations under strict time deadlines while effectively communicating with diverse stakeholders such as technic directors, curators and construction workers.

Communication Designer, D-Ligo design + development

Oct 2016 – March 2018

- Single point of contact for 10+ clients from a variety of professional fields. Clearly communicated concepts via low to high fidelity drafts.
- Designed a comprehensive trade fair presence for *machineering*, which successfully communicated their brand message to over 64.000 visitors of the *automatica 2018*.
- Worked in an agile team creating and testing physical prototypes of the control panel of a new robotic arm developed by *Kuka*.

Education

UX Design Certification, Careerfoundry, remote

Aug 2020 – Jan 2021

- Dedicated 700+ hours to User Experience bootcamp course, conceptualizing and designing an inclusive social application with a 'mobile first' approach that enables people to exchange their skills and services by conducting User Research, Prototyping and Usability Tests and turning insights into compelling visual design and navigation experience.

B.A. – Communications Design, Hochschule Augsburg, Germany

Oct 2012 – Oct 2016

- 7 semesters full-time study in a goal-oriented approach to develop creative, artistic, conceptual and methodical abilities with a specification in Brand and Identity Design. Final project:
 - Conception and design of a visual Identity for a B&B service in a Scottish castle. I familiarized myself with the target group's expectations via interviews and focused on *Leslie Castle's* unique features to create a branding which emotionally touches the visitors and allowed guests to perceive the castle as their personal retreat.

Skills

Research

Interviews & Surveys
 Competitor Analysis
 Task Analysis & Flows
 User Personas & Journeys

Concept

Information Architecture
 Wireframes
 Prototyping
 Usability Testing

Design

Design Thinking
 Creative Direction
 Branding
 Design Systems

Tools

Adobe CC
 Sketch
 Balsamiq
 Usability Hub