

Felix Loer

Sen User Experience Designer

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PROFILE UX Designer with 9 years of experience—Digital maker with a strategic mindset and a background in interface design and Human Computer Interaction. Working in cross-functional design teams that inspire a culture of design & innovation, focused around user experience, brand values and business growth. Responsible for translating end-user insights into meaningful people-centric experiences for B2C consumers and workers of B2B industrial enterprises. Successfully lead UX efforts in commercial releases of software platform offerings, such as hands-free and voice-driven field worker solutions, mobile apps for industrial plant maintenance and customer service, as well as design and frontend development of management tools/web portals. Developed and evangelized Agile UX processes in Marketing and UX Teams. Played a role in building build company competency for Human Centered Design and leading small to middle-size teams, while cultivating an agile mindset. Mentored design talents to help them grow their skills and successfully communicate their designs with stakeholders. Collaborated with cross-functional design teams from the United States, United Kingdom, Canada, Belgium and India to deliver UX Design services across industrial business verticals.

EDUCATION Bachelor's in Computer Science (B. Sc., Digital Media). University of Applied Sciences. Kaiserslautern. Germany.

CERTIFICATION 'Design Thinking—Train your Innovation Muscle' from UX Days 2017 Masterclass, in cooperation with Usability in Germany (UIG) and kuehlhaus AG.

- EXPERTISE**
- Modeling information architectures, interaction designs, workflows, user stories, end-user insights & personas.
 - User research methodologies: participatory field research, multi stakeholder mapping, customer journey mapping, business touch point analysis.
 - Prototyping of web and mobile experiences.
 - Mock-ups and interactive prototypes that resonate with critical stakeholders and for validating the needs of end customers and end users.
 - Define metrics to measure system usability, competitiveness & impact across multiple business touch points.
 - Responsive & scalable visual designs across web platforms & devices.
 - Heuristic analysis & usability testing.
 - Design language system (DLS) creation & UX frontend development frameworks.
 - UX design leadership: Leading design sprints & agile workshops for cross-functional teams.

LANGUAGES	German	Native	● ● ● ● ●
	English	Fluent	● ● ● ● ●
	French	Beginner	● ● ● ● ●

WORK EXPERIENCE

Performance One HEART Senior Human Experience Designer, MAR 2021 - TO DATE

Product Owner Web Experience. Leading UX Design and frontend integration in web projects. Leveraging quantitative and qualitative UX methodologies and tools to deliver performance- and data-driven brand experiences for a B2B and B2C client base. Mentoring design talents to develop and sharpen the skill-set in Experience-, Interaction-, Information Architecture- and CI/CD Design of the work force. Developing strategic UX methodologies and tools to scale UX capabilities and performance of the companies own service brands.

Honeywell International Senior User Experience Designer, MAR 2016 - NOV 2020

UX/UI Designer for web and mobile apps. Collaborating with leadership, development, product owners and sales & marketing teams to deliver a consistent user experience for enterprise offerings. Leading UX efforts for research and development of an enterprise mobility platform. Designing user flows and information architectures for customer apps in industrial verticals. Balancing agile work ethics within established industrial requirements. Delivering on moving targets, while guaranteeing the highest degree of care and attention to detail. Modeling user-driven interaction designs and information architectures for enterprise apps by applying UX-research, design and testing methodologies. Designing an re-envisioned enterprise mobility platform to evolve a historically development-driven solution into a modern end-to-end experience which includes the needs of professional services, sales & marketing, developers and end users alike—aiming to bring shorter development times and a scalable experience.

Movilizer GmbH User Experience Designer, SEP 2013 - MAR 2016

Worked in interdisciplinary teams of this emerging start up company with it’s focus on developing an enterprise mobility platform. Lead the company website and further web offerings. Modeled and designed information architectures, interaction and graphic designs, as well as lead the development of the web fronted and content management system (CMS). Leveraged the company’s partner framework to get insights from subject matter experts (SME) to allow designing of people-centered websites—from and for users of the Movilizer platform. Supported on-line and off-line marketing campaigns with graphic, print, audio, video and UI designs. Modeled user flows and designed screens for industrial apps using the Movilizer app platform.

kuehlhaus AG User Experience Design Intern, MAR 2013 - SEP 2013

Working student in full-service internet agency. Creating customer and user-driven concepts for websites and web apps for business customers. Designed wireframes and interactive prototypes for engaging experiences. Working in a team of user experience and graphic designers. Validated and iterated designs based on user research, stakeholder reviews and heuristic usability tests. Wrote bachelor’s thesis on ‘The Agile Approach in the Context of Work in Agencies’. It explored the integration of agile processes into the project workflow of agencies, emphasizing on information architecture and graphic design.

Independent Design Consultant Part Time 2008 - 2013

Gained experience in independent web, print and graphic design projects during high-school and university. Lead workshops with multiple stakeholders to design and develop solutions using varying technologies. Took part in bigger projects or managed smaller jobs. Ranging from community driven web projects to digital offerings for individuals and businesses.

SOFTWARE EXPERTISE

Prototyping & Screen Design: Adobe XD, Figma, Sketch, Invision	● ● ● ● ●
Graphic Design: Adobe Photoshop, Illustrator, InDesign	● ● ● ● ●
Web frontend: HTML5, CSS3,	● ● ● ● ●
Audio & Video: Adobe Premiere, After Effects, Audition	● ● ● ● ●
Office Applications: Office Suite, Google Workspace	● ● ● ● ●
Web backend: Javascript & JQuery, PHP	● ● ● ● ●