

# Résumé

Alex Gehlen

Digital product designer

www.alexgehlen.com

## About



*"Hello, I am a digital designer from Germany, based in Amsterdam. I bring extensive experience in leading the design process end-to-end from discovery to implementation. Combining my design skills with my background in economics, I aim to translate profound research insights into innovative services and products."*

## Competencies

### Realisation

High fidelity prototyping (Figma)  
Writing product requirements  
Use and creation of design systems  
Working knowledge: HTML, CSS, JS  
Scrum product owner

### Discovery

Wireframing & journey mapping  
Facilitating meetings and workshops  
Quantitative user research methods  
Qualitative user research methods  
Market research

## Recent experience

### Project lead & UX

Mar 2022 - NOW

*Serenpedia.com - Web tool for creating research maps linked to Wikipedia*

- Conducted UX/UI design and user research through interviews and surveys
- Successfully secured cultural funding by developing project plan and concept
- Leading a cross-functional team of 3 in development, UI design, and user research

### Product designer & owner

Sep 2022 - Sep 2023

*Virtuagym, B2B2C SaaS platform for the Fitness industry, 50k clients, 20M users*

- Collaborated with key stakeholders to translate product vision into actionable projects
- Managed end-to-end design process, including wireframes, flowcharts, and prototypes
- Led sprint planning and roadmap updates for product domain

### UX/UI & Project management

Mar 2021 - Aug 2022

*Str-ing.org - Web3 start up in the field of digital art*

- Led UX design and product discovery for first MVP release
- Collaborated with external consultants to create go-to-market strategy
- Led development process with external development teams

## Further work experience

### **Digital product design**

2019 - NOW

*Freelance design practice, NL*

Working on assignments and self initiated design projects

### **Art direction intern**

2016

*Communication agency DDB Tribal Hamburg, GER*

Art direction and campaign development for clients T-Mobile and Volkswagen

### **Full time trainee in conjunction with university program\***

2011 - 2014

*Web hosting company 1&1 Internet AG (lonos), GER*

Working in product management & marketing teams for six 3-month cycles

## Education

### **B.A. in Design**

2014 - 2019

*Design Academy Eindhoven, NL*

Specialisation in media and communication design

### **\*B.A. in Economics**

2011 - 2014

*Cooperative State University Mannheim (DHBW), GER*

Specialisation in marketing for services

## Activities & Honors

### **Serenpedia.com - Wikipedia exploration tool**

*Starting grant by Stimuleringsfond for Creative Industrie, Digital Culture*

Oct 2023 - NOW

*Grant by Cultuur Eindhoven foundation*

Nov 2022 - Feb 2023

### **Guest lecturer - Media planning**

*University of Business and Society, Ludwigshafen, GER*

Mar 2022 - June 2022

### **Sevendclicks.org - Graduation project**

*Dutch Design Week 2020 - Phantom of Design, Onomatopee, Eindhoven, NL*

Oct 2020

*26th Biennale of Design - BIO26 Common Knowledge, Ljubljana, SI*

Feb 2020

*Dutch Design Week 2019 - DAE Graduation Show, Eindhoven, NL*

Oct 2019

### **Ghost in the machine - Winning project in design competition**

*(Re)Design Death, Cube Design Museum, Kerkrade, NL*

Jul 2020 - Jan 2020

*(Re)Design Death reprise, Museum Tot Zover, Amsterdam, NL*

May 2022 - May 2023

### **Freedom or Burden of Choice? - Study publication**

*Congress of the Society of Applied Economic Psychology, Stuttgart, GER*

Mar 2020