

# Curriculum Vitae

Rolf Piechura

Product Design ○ Service Design ○  
Experience Design

+49 (0) 171 90 44 091

mail@rolfpiechura.com

Greifswalder Str. 14 | 10405 Berlin

www.rolfpiechura.com



## Professional Career

> 3 years

Since 01/14

**ekomia GmbH**, Berlin

CEO, Founder

Product design and digital services, technical coordination of production partners, strategic development.

> 3 years

Since 01/14

**Freelancer**, Berlin

UX Coach

Trainings on UX related topics & tools e.g. mobile UX, responsive design, prototyping tools, e-commerce. For razorfish, idealo et al.

- 8 years**  
05/08 - 05/16  
**Freelancer**, Berlin  
User Experience Design / Service Design  
User Research, workshops, prototyping, usability tests, eCommerce, mobility, digital publishing etc  
**Clients:** Nokia, idealo, Bosch, Volkswagen, Audi, Siemens, DHL, Deutsche Telekom, Deutsche Bahn, DRK, Volksbanken Raiffeisenbanken, F.A.Z., Razorfish, Fjord, Hi-Res!, Aperto (IBM), C3, KfW
- 2 years**  
12/07 - 03/16  
**NOLTE&LAUTH GmbH**, Berlin / Stuttgart  
Freelance Lead UX Designer  
Product strategy, UX design for Mercedes-Benz, Bosch & KfW
- 2 years**  
12/10 - 12/15  
**Razorfish**, Berlin  
Freelance Lead UX Designer, UX Coach  
Strategy und UX for various Audi projects, internal UX trainings
- 2 years**  
08-09 - 09/15  
**Fjord**, Berlin  
Freelance Service Designer  
User Research, workshops, prototypes for Nokia, VR, KfW
- 1 year**  
01/14 - 03/15  
**idealo**, Berlin  
Freelance Lead UX Designer, UX Coach  
Prototyping, User tests, internal trainings
- 1 year**  
06/10 - 12/12  
**Aperto** (IBM), Berlin  
Freelance UX Designer  
Design thinking, UX for a fintech start-up, VW, Bundesregierung
- 1½ year**  
05/08 - 10/09  
**C3 Creative Code & Content**, Berlin  
Freelance UX Designer  
News Design for F.A.Z. et al., Tablet/iPad UX Design for Publishers
- 2 years**  
10/05 - 11/07  
**ArgonautenG2**, Berlin  
Concept Developer, initially Junior Account Manager  
IX design, IA, project management for Audi, Coke+iTunes et al.
- ½ year**  
10/03 - 05/04  
**Sony Music**, Berlin  
Graduant  
Product management, artist & repertoire for MIA., Angelika Express, Laith Al-Deen, International Pony

- ½ year  
10/01 – 03/02  
**BMG Entertainment**, New York  
Intern  
Digital distribution, online advertising, downstream exploitation
- 6 years  
07/99 – 04/05  
**Treffer GmbH**, Bochum / Berlin  
Course-related part-time / full-time  
Development of below-the-line events, music PR, interior design, media distribution for Universal Music, Warner Music, EMI

## Academic Career

- 2 ½ years  
04/02 – 09/04  
**University of Applied Sciences Düsseldorf**, diploma  
Applied Economics, major in Marketing & Communication  
Thesis about Innovative Marketing in the Music Industry under Special Consideration of Audio-CD-Substitution-Products
- ½ years  
09/02 – 01/03  
**Universitas Udayana**, Denpasar (Indonesia)  
International Business
- 2 years  
10/99 – 09/01  
**University of Applied Sciences Gelsenkirchen**, basic  
Applied Economics

## Skills

- Language** German, English business fluent
- Software** Sketch, InVision, Sketch Up 3D, iWork, Sublime, Axure, Photoshop, Illustrator, InDesign, Office
- Trainings** Communication, copywriting, search engine marketing, presentation, idea management
- Hobby** Long distance running, photography, guitar, drums
- Skill set** Prototyping, HTML/CSS, market & user research, usability tests, web apps, transitions, responsive design, iOS/Android native, agile software development, lean UX