

Rolf Piechura

Experience Design

+49 (0) 171 90 44 091

mail@rolfpiechura.com

Greifswalder Str. 14 | 10405 Berlin

www.rolfpiechura.com



## Curriculum Vitae

### Professional Career

> 9 years

Since 2008

**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

> 3 years

Since 2014

**ekomia GmbH**, Berlin

CEO, Founder

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

> 3 years

Since 2014

**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.

- 2 years  
2007-2016  
**NOLTE&LAUTH GmbH**, Berlin / Stuttgart  
Freelance Lead UX Designer  
Product strategy, UX design for Mercedes-Benz, Bosch & KfW
- 2 years  
2010-2015  
**Razorfish**, Berlin  
Freelance Lead UX Designer, UX Coach  
Strategy und UX for various Audi projects, internal UX trainings
- 2 years  
2009-2015  
**Fjord**, Berlin  
Freelance Service Designer  
User Research, workshops, prototypes for Nokia, VR, KfW
- 1 year  
2014-2015  
**idealo**, Berlin  
Freelance Lead UX Designer, UX Coach  
Research, prototyping, user tests, internal prototyping trainings
- 1 year  
2010-2012  
**Aperto** (IBM), Berlin  
Freelance UX Designer  
Design thinking, UX for a fintech start-up, VW, Bundesregierung
- 1½ year  
2008-2009  
**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

# 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** Favorite: Sketch, InVision, Sketch Up 3D, Sublime Text, iWork  
Also: 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, design thinking,  
usability tests, web apps, transitions, responsive design, iOS/  
Android native, agile, lean UX