

Rolf Piechura

Experience Design

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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