

FLORIAN ROELLIG

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I am digital native and passionate user experience and product consultant with 15+ years background in designing, building and evolving digital services. I've spent the last decade helping small- and large-scale companies creating useful, usable and engaging digital experiences. I specialize in digital products, branding and overall conceptual thinking.

EXPERIENCE

Freelance

02/2021 - today

User Experience Strategist & Consultant

Sternwald Group

09/2006 – 01/2021

Division Manager & User Experience Strategist

The Guide Company AG

10/2004 – 08/2006

Business Development Manager

SELECTED PROJECTS

Global Design System for an International Media Group

08/2021 – today

Building a unified digital user experience and global design system for 17 brands across 7 countries in the field of online comparison portals.

- Group Head of User Experience
- UX strategy and research
- Design System

Unified Design System for a German Specialized Publisher

01/2019 – 01/2021

Designing a unified digital user experience for six different brands for one of Germany's most renowned specialist publishing house.

- Project lead
- User Experience Design
- Style Guide / Design System

Google Digital News Initiative Project in Austria

07/2018 – 06/2020

Invention of a new digital service for one of Austria's biggest publishing houses to gain first-party user data for advertisers, drive signups and increase user engagement.

- Product Concept & Project Lead
- User Experience Design
- UX research

Digital Newspaper in Luxembourg

05/2017 – 11/2018

Creating a new "digital-only" multichannel news offering designed mainly for expats working in Luxembourg.

- Product Concept & Project Lead
- Branding
- User Experience Design

KEY QUALIFICATIONS

UX strategy | UX research | Digital Products | Branding | Service Design

EDUCATION

Bachelor of Arts (BA), Int.

Marketing, Baden-Wuerttemberg

Cooperative State University

10/2001 – 09/2004

SKILLS

UX Management
Product Management
Design Thinking
Design Systems
Information Architecture
Personas
User Journeys
Wireframing
Rapid Prototyping
User Experience Design
Mobile Design
Heuristic Evaluation
Usability Testing
A/B Testing

TOOLS

Figma
Invision
Miro
Maze
Useberry

ACTIVITIES

Interests

Golf
Yoga
Food
Travelling

Languages

Fluent in German and English