

Ulrich Maurach UX Consultant

Bäckerstr. 2d, 14513 Teltow // M +49171 3141429 // mail@ulrich-maurach.de



EXPERIENCE

since 04.18 UX Consultant // Capgemini Deutschland, Berlin

roles: managing business architect, people management

topics: ux design, client workshops, new business

04.17 – 03.18 Freelance User Experience Consultant // BVG (AöR), Berlin

roles: ux consultant

topics: ux design, website concept, inhouse expert ,digital transformation'

10.16 – 03.17 Creative Director User Experience // welldoo, Berlin

roles: creative director

topics: redesign welldoo brand, redesign native apps, client workshops

06.14 – 09.16 Unit Lead User Experience // Immobilien Scout 24, Berlin

roles: unit lead, corporate communication and brand, people management

topics: redesign business platform, new design-methods, new ad-concept

12.09 – 12.13 Unit Lead User Experience // New Identity, Mainz

roles: unit lead, creative director, lead designer ,Deutsche Bank Unit'

topics: new business, client workshops, finance communication

07. 07 – 06.09 Creative Director // Publicis, Frankfurt a.M.

role: unit lead design, copywriting and frontend development

topics: new business, banners, micro-sites

02.98 – 08.02 Art Director // Concept! AG, Ogilvy Interactive, Frankfurt a.M.

roles: senior art director, screen designer, member of management board

topics: new business, banners, micro-sites

08.97 – 01.98 Designer // Siems & Partner, Kiel

role: graphic designer

topics: graphic design, booth stand layout

5+ years freelancing // Between permanent positions

roles: unit lead design, creative director

topics: new business, creative ideas, screen design

INDUSTRIES & BRANDS

User Experience: Bayer, Deutsche Bank, ImmoScout, BVG, Corporate

Screen Design: Telekom, 1822direkt, Hahn Air, Ferrero, Magix, SEAT

Brand Marketing: IBM, Hewlett Packard, Deutsche Bahn, VICHl

e-Learning: BMW, Audi, Allianz, Siemens, Swarovski

EDUCATION & CHILDHOOD

1992 – 1997 Master Industrial Design // Muthesius HS, Kiel

1989 – 1992 Apprenticeship Toolmaker // Lucas Girling, Koblenz

1988 – 1989 Military Service // Celle, Germany

1966 – 1987 Childhood and School // South Africa and Germany

SKILLS & PASSIONS

Tools Sketch, InVision, Adobe Creative Suite, MS Office

Methods Design Thinking, Google Sprint, Lean UX, Scrum

Languages German, English, French

Passions Photography, Sport, France & South Africa

