

Berlin-based Designer working on printed and digital projects

## Contact

Phone +49 (0)160 94675544  
Web [juliaworks.com](http://juliaworks.com)  
Mail [hello@juliaworks.com](mailto:hello@juliaworks.com)  
Linkedin [www.linkedin.com/in/juliavogelberlin](http://www.linkedin.com/in/juliavogelberlin)  
Location Berlin, Germany

## Skills

### User Experience Design

Competitor Research  
User Research:  
– Conducting interviews  
– User stories  
– Personas  
– User flows  
– User journeys  
Information Architecture  
Wireframing  
Prototyping  
Usability Testing and Analysis

### UI and Graphic Design

Brand Design  
Consulting  
Communication concepts  
Editorial Design  
Typography  
Iconography  
Infographics  
Responsive Websites

## Tools

Sketch  
Invision  
Balsamiq  
Adobe XD  
Adobe Indesign  
Adobe Illustrator  
Adobe Photoshop

## Languages

German (native)  
English

## Experience

**Owner of the design studio “Julia Works”** 2010–Present  
Berlin, Germany

Selected **Brand design** project May 2019–Oct 2020

For a political project that educates children about democracy, I designed the logo and visual system with a series of playful illustrations and applied it to brochures, posters and a responsive website. I was responsible for the project management and supervised the programming and graphic support by assisting designers.

[demokratie-profis.adb.de](http://demokratie-profis.adb.de)

Selected **Infographic** project May 2017–Present

For a start-up company dealing with digitalization and the development of digital business models in the world of chemistry, I developed a visual style for an extensive set of pictograms and more than 40 infographics that explain complex digital processes.

[juliaworks.com/en/project/corporate-design-for-inoviga](http://juliaworks.com/en/project/corporate-design-for-inoviga)

Selected **UX/UI** project Jul 2019–Dec 2020

During my “Career Foundry” studies, I have developed an app that provides surfers with wind, wave and weather forecasts. I conducted extensive competition and user research and worked out a clear information structure, which I implemented as a prototype that was tested by users. With the feedback of the testers, I improved the application step by step and completed the interface design.

## Education

**User Experience Design (UX certificate)** Jul 2019–Oct 2020

Career Foundry  
Berlin, Germany

**Visual Communication (Master of Arts)** Oct 2005–Dec 2010

University of the Arts Berlin  
Berlin, Germany

**Visual Communication (Pre-degree)** Oct 2002–Sep 2005

Hochschule Mannheim  
Mannheim, Germany