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Simon Drexler
Service, UX and Interaction Design

Skills

Strategic and Service Design, UX/IxD Design, high/lo-fi prototyping, field- & desk research, user testing, etc.

Topics

Consumer Electronics, Healthcare, Finance, Mobility, Emergency response

Languages

German (native), English (fluent), Italian (basic), French (basic), Chinese (to say hi)

Tools

Sketch, Figma, Adobe Ai, Ps, Id, Ae, Pr, Invision, Proto. io, Axure, Flinto, Omnigraffle, etc.

Service, UX & Interaction Design
Freelance
Munich, Germany
since 2014

- Supported agency Ix teams with digital product design, user testing and iteration.
- Supported start-ups with design strategy and cross-platform experience design. Optimized touchpoints based on UI, IxD and Usability best practices to deliver the brand's promise.
- Collaboration with marketing, business and dev teams to redesign their cross-platform value offering; Managed client relations and communications.
- **Deliverables:** UIs, IxDs, Design Strategy, Roadmaps (5 year development and implementation), User Journeys, customer experiences, Hi-fi prototypes for testing and demonstrating, assets, icon fonts, styleguides, etc.
- **Noteworthy challenges:** Ix Design for a search&rescue device with a low-res screen and digital cross-plattform service development tailored for tech-nescient users

User Experience & Interaction Design
Designworks
Munich, Germany
2016-2017

- Value chain optimization: Redesign of current mobility touchpoints to create new interaction and experience standards.
- Strategic development: Collaboration with multi-disciplinary departments to better integrate UCD into existing branding, communication and development roadmaps.
- UX Validation: Creation of research protocols, measurements, and processes to iterate on hi-fi prototype hypotheses for future interaction models.
- **Deliverables:** UI; IxD; Hi/Lo-fi prototypes; User flows; Customer Journeys, Future-Casting scenarios; Research documentation, stakeholder presentations, etc.

Service, UX & Interaction Design
Experientia s.r.l.
Turin, Italy
2012-2014

- Multi and cross-platform development for pervasive and ubiquitous experiences with a focus on consumer electronics, healthcare, finance.
- Assisted in the preparation of materials for fieldwork, Co-Creation and Participatory Design workshops; rapid iterative in-field prototyping
- **Deliverables:** UIs; IxDs, User flows, User Journeys, Scenarios, Roadmaps, Personas, Hi/Lo-fi prototypes; Active participation in client engagement and presentations, etc.

Education

Goldsmiths University of London, UK
(MA) Design Futures and Metadesign, 2016

Thesis: If everything is connected - exploring connectedness and collaboration to conceptualize a new form of inclusive innovation

Macromedia Hochschule für Medien und Kommunikation, Munich, Germany
(BA) Media and Communication Design, 2012