



Lena Heinrich

Email: lenaheinrich.design@gmail.com • Portfolio: <https://lenaheinrich.de>

PRODUCT DESIGNER (B.A. INDUSTRIAL DESIGN / M.SC. DIGITAL DESIGN)

Hey, my name is Lena! I am a Product Designer with a background in Digital Design and Industrial Design. My competences are of **analytical**, **aesthetic** and **technical** nature. This makes me an extremely flexible member of the design team, with a **human-centered** focus and a passion for all areas of an Agile Design Process. What really fascinates me is to understand people's motivation, behaviour and thinking and how we can bridge the gaps between the **physical and digital world**. I like to **think outside the box**, learn new design tools and work on projects, that have **meaningful** effects on people and environment.

EDUCATION



Hodgeschool van Amsterdam

2017 - 2018

Master of Science - MS, Digital Design (1,7)



Loughborough University

Sept. 2015 - Jan. 2016

Industrial Design & Technology / Erasmus+



Bergische Universität Wuppertal

2012 - 2017

Bachelor of Arts - BA, Industrial Design (1,4)

COMPETENCES & SKILLS

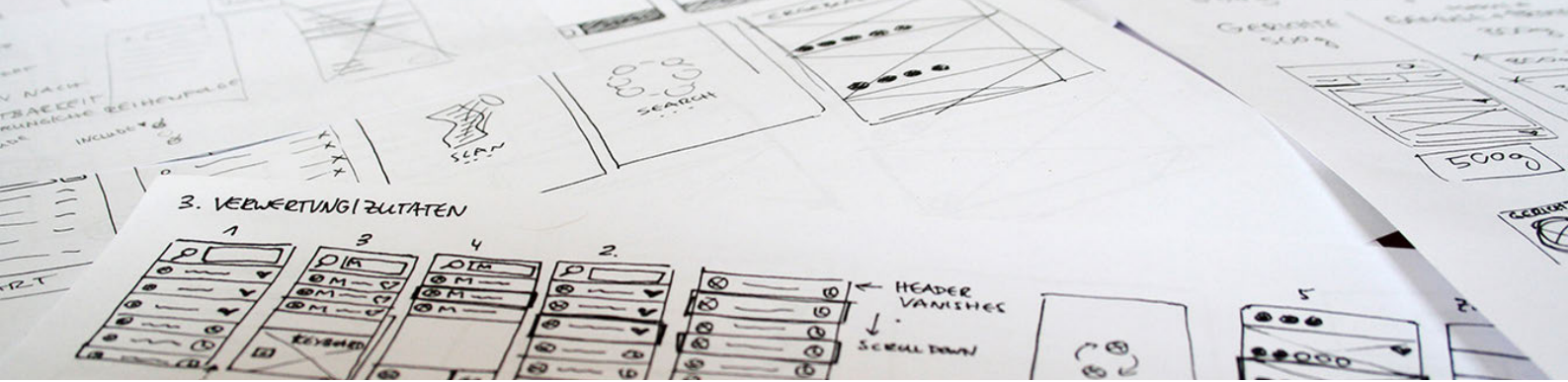
Product Design • **User Experience Design** • Industrial Design • Digital Design • Research Design

Design Thinking • Design Sprint • **Agile Design** • Scrum • Research Design • Ideation • **Prototyping** • **User Testing** • Iteration • Visual Design • Design Ethics • **Field Research** • Lab Research • Observation Diary Study • Wireframing • Sketching • **User Journey** • Persona • Site map • **Interview** • Storyboard A/B Testing • HTML • CSS • Atom • **Figma** • Sketch • Illustrator • Photoshop • After Effects • Axure RP **Flinto** • Invision • Principle • **Solidworks** • Keyshot • Processing • Arduino • **Pen!**

German (native) • English (C2) • French (B2) • Dutch (A1)

HONORS & RECOGNITION

German Design Award Nominee 2018 • Final bachelor thesis with honor (1.0)



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WORK EXPERIENCE



MING Labs
UX Designer

Since Nov. 2019 • Berlin

- UX Designer for **multidisciplinary B2B and B2C projects** from 1-week Design Sprints up to 12-month projects (Agile Design & Scrum).
- Responsible for all parts of design process including **discovery, research, ideation, prototyping, testing** and **production**, as well as **managing communication** with clients.
- Executed design **workshops** for startups, businesses and internal team.

Junior UX Designer

Nov. 2018 - Oct. 2019 • 1 year • Berlin

- Different team roles, from **UX design team lead** to **solo designer** in tech teams.
- Responsibility for several **long-term projects** (launch 2020) in cooperation with business intelligence company to **digitalise** complex background processes in **medical field**.



WWF, Network Cultures, ANWB
Student Design Consultant

Oct. 2017 - July 2018 • 10 months • Amsterdam

- Realisation of different design projects within **interdisciplinary teams**. Outcome were presented to in-house designers and featured in online articles.



Noto
Industrial and UX Design Intern

March - Aug. 2016 • 6 months • Cologne

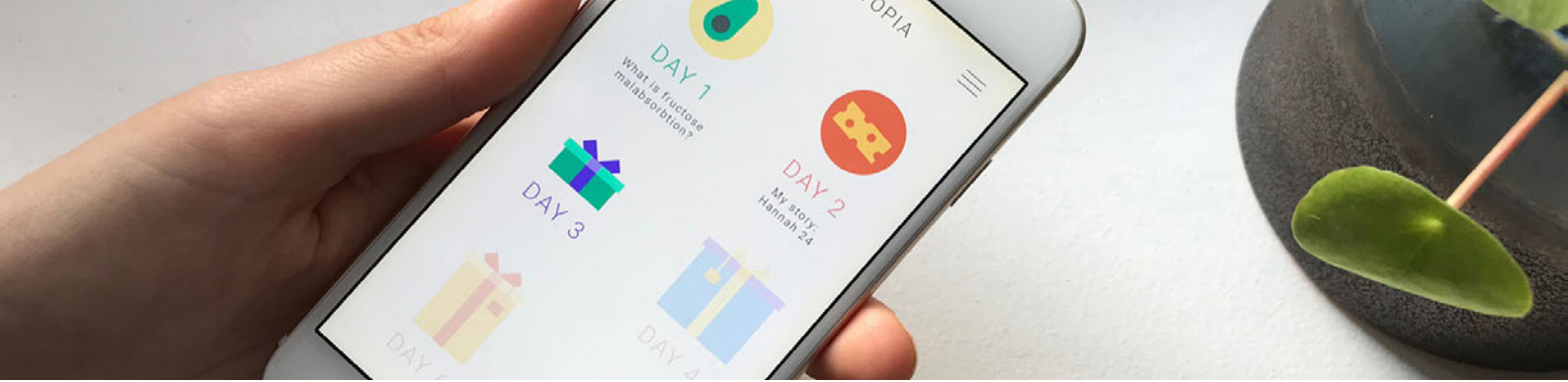
- Key role in **field user research** for **startup** with great impacts on their business strategy.
- Leading role for ideation, prototyping and designing the interface for an **infrared heating system** with additional freelancing to finalise the project.



Dräger, Technisches Hilfswerk (THW)
Student Design Consultant

Oct. 2014 - Aug. 2015 • 1 year • Wuppertal

- Successful concept development for **„Deep Mining 2020“**, bought by Dräger (confidential).
- Development of **water filter kit for disaster areas** in cooperation with THW (1.3).



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EXTRACT OF APPLIED SKILLS IN PAST PROJECTS



Prepared

Final thesis for B.A. Industrial Design (2017)

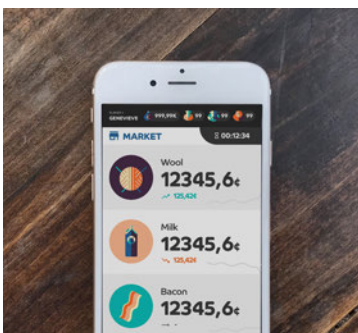
- Development of a **meal prep system** as final thesis, including meal prep app, lunchbox system and transport bag; graded with 1.0.
 - Conducted **extensive field research** and several **iteration cycles**.
 - Constructed, designed and **prototyped application** and **3D models** (Solidworks, Keyshot, Axure RP, 3D printer, CNC milling machine, sewing machine, laser cutter).
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WWF Challenge box

Client: WWF (2018)

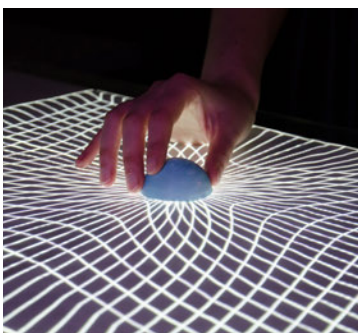
- Designed with an interdisciplinary team a **challenge box to reduce footprint of employees**.
 - Literacy & primary research (**3-week diary study**)
 - Responsible for **rapid prototypes** (Rhino, Solidworks, laser cutter, carton) **A/B testing** and **final design concept**.
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Livestock

Client: Institute of Network Cultures (2017)

- Developed with an interdisciplinary team a **research tool** to analyse the behaviour of users while playing a **metaphoric game around blockchain wallets**.
 - Created market research, **interviews, concepts, user flows, storyline** and designed **illustration** (Adobe Illustrator).
-



Gravitation

Subject: Interaction Engineering (2018)

- Designed within a team of two an **interactive tangible table, explaining the natural phenomenon gravity**
- Created desk research, **global concepts & iteration**
- Prototyped, contributed in coding (Processing) and cut the final **concept video** (After Effects).