

# Paul Franken

## UX/UI Designer

UX/UI designer with a background in art direction. Created and designed creative campaigns, websites, animations and other digital solutions to fulfil complex briefings for a variety of big international companies. Experienced in doing UI design, wireframing, art direction, user research and testing.

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Dribbble

/PaulFranken



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### SKILLS

Wireframing  
UI design  
Animation  
User research  
User personas  
User flows & journeys  
Information architecture  
HTML & CSS  
Prototyping  
Usability testing  
Art direction  
Storytelling  
Illustration

### TOOLS

Sketch  
InVision  
Adobe XD  
Adobe AE, PS, AI  
Google Suite  
Balsamiq  
Office 365  
FlowMapp

### EDUCATION

**UI & UX Intensive course**  
CareerFoundry, Berlin  
2020 - 2021

**Master & Bachelor**  
Chinese Culture and Language  
Ghent University, Belgium  
Incl. psychology, sociology  
2011 - 2015

**Bachelor**  
Visual Communication  
Fontys Academy of Arts  
2005 - 2009

### LANGUAGES

Dutch (Fluent)  
English (Fluent)  
German (Advanced)

## Work experience

### FREELANCE SENIOR ART DIRECTOR, BERLIN

Sept 2019 - current

Conceptualized an automated modular online advertising system for e.on, reducing the costs required to create new ads by 70%.

Designed and worked on advertising campaign assets for Google Chromebook and Shopify.

### SENIOR ART DIRECTOR, EDELMAN, BERLIN

Oct 2015 - 2019

Created ad campaign concepts with copywriters and creative directors to win over 10 pitches for new accounts for a.o. Siemens, Grohe, AstraZeneca, AB InBev, Novartis, GSK, HP, Pfizer and Barilla.

Cooperated with UX designers to design and prototype new websites for Grohe, Alete, and MSD Pharmaceuticals.

Team leader on redefining the social media presence for HP, AstraZeneca and Grohe. Generated insights from performance data to increase engagement and followers by over 400%.

Produced high quality brand assets as art director at various film and photo shoots on location for brands like Bosch, Siemens, and Alete.

## Projects

### CAREERFOUNDRY UI & UX COURSE: STARTERLY, BERLIN

Sept 2020 - 2021

Researched and designed Starterly, a platform where users can connect with experts on getting a business idea off the ground. Discovered insights through user interviews and surveys. Created personas, user journeys and user flows, designed wireframes, performed usability tests, and created hi-fidelity designs and prototypes.

[view the prototype](#)

### FRANKENFRUIT INFORMATION ARCHITECTURE, NETHERLANDS

April & May 2020

Reinvisioned the information architecture at FrankenFruit based on user research (interviews, surveys and observation) with a system of maps, signs, brochures, and a new website. Reduced the time spent on each customer by 80%, and increased conversion rates and sales per customer.

[read the case study](#)