

# MARCEL BAUERFEIND

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## PRODUCT DESIGN

### EDUCATION

#### UDK UNIVERSITY OF THE ARTS BERLIN

2020 | Berlin (Germany)

Product and Process Design  
(Bachelor's Degree)

#### ART CENTER COLLEGE OF DESIGN

2018 | Los Angeles (USA)

Product Design  
(International Studies)

### SKILLS

#### DESIGN

- Wireframing
- Prototyping
- Usability Testing
- User Research
- Visual Design
- Branding & Identity
- Animation
- Art Direction
- Photography

#### TOOLS

- Figma
- Miro
- Balsamiq
- Adobe Suite
- Rhino CAD

### WORK EXPERIENCE

#### FREELANCE

Product and UX Designer

May 2021 - today | remote

- Strategic workflow simplification in user-centric design
- Accessibility auditing based on WCAG 2.1 AA
- Agile settings ensuring efficient project progress

#### KARATRONICS

Recruitment Specialist → Head of Recruiting

Mar 2023 - Apr 2024 | Frankfurt (Germany)

- Successful management of 25+ employees on site
- Collaboration with training facilities and public authorities
- Sales & stakeholder management skillset enhancement

#### HIROSHI TSUNODA DESIGN STUDIO

Product and UX Designer

Dec 2021 - Feb 2023 | Barcelona (Spain)

- Mobile design of running application for iOS
- Web design of internal studio website
- Packaging design from sketch to market launch

#### STUDIO DRIFT

Product Designer, industrial design

Sep 2019 - Feb 2020 | Amsterdam (Netherlands)

- Collaboration with engineering & product management
- Gathering and interpreting data through material tests

#### MUSEUM OF VALUES

Product Designer & Co-Founder

Mar 2017 - Apr 2019 | Berlin (Germany)

- Web design, branding and exhibition design
- Supervision of design team for graphic design output