

Fred Voigtländer

Senior UI Designer

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Portfolio www.fred-voigtlaender.de

Location Hamburg, Germany

Education

Digital and Print Media Designer

Walther-Lehmkuhl-Schule Neumünster

State Vocational School for Media and Printing
Technology



Expertise

Product Design

Websites Apps Designsystems

Wireframing Prototyping

Accessibility Testing & QA

Branding

Brand Guidelines Logo Design

Typography Colours Illustration

Iconography Print Social Media

My toolbox

Figma Adobe Creative Cloud

Miro

Experience

Jan 2024 – Jun 2025



Matrix Internet
Team Lead Design

- Supervise the visual design direction across all projects
- Mentor and provide professional support to team members in the design department
- Coordinate processes related to design and brand identity
- Lead feedback sessions
- Serve as the point of contact for company management at the executive level

Aug 2020 – Dec 2023



Matrix Internet
Senior UI Designer

- Collaborate closely with cross-functional teams to align goals and deadlines
- Maintain and further develop the company's visual design systems
- Provide design support for acquisition and proposals
- Present design concepts to clients and integrate feedback
- Coordinate with developers to ensure precise implementation of design specifications
- Mentor and provide professional support for junior and mid-level designers

Oct 2018 – Apr 2020



uplift GmbH
Digital Creative Art

- Create wireframes, mockups, and design grids for websites and landing pages
- Conceptualise and implement social media campaigns
- Provide on-set support during photo shoots

May 2015 – Sep 2018



**Leagas Delaney
Hamburg**
Screen Designer

- Create wireframes and mockups as well as design grids and style guidelines
- Implement digital campaigns (websites/microsites, games, apps, and social media)
- Develop illustrations and icon sets for use in advertising materials
- Conceptualise, design, and implement an employee blog
- Supervise trainees and junior designers

Feb 2013 – Feb 2015



moondesign
Web Designer

- Design screen layouts and mockups for websites and digital business cards
- Create visual assets including logos, icons, image edits, and style tiles
- Develop print materials such as business cards, flyers, and ads
- Implement HTML/CSS and maintain CMS platforms (Contao, WordPress)
- Provide support for online shops and technical integrations
- Collaborate closely with clients throughout project lifecycles