

# Delila Lenz

SHE/ HER



I am a freelance digital designer (M.A.) with more than 2 years of experience and expertise in creating impactful visual identities and websites using Webflow. I have a Master's Degree in Communication Design and apply a strategic design approach to every project. My languages are English (fluent), German (native) and Spanish (intermediate).

## Experience

### Freelance Designer

2023 - PRESENT

Lenz Studio (2+ years)

Designing and developing responsive websites and brand identities with a focus on visual systems. Working closely with developers and using Webflow to turn Figma prototypes into functional sites.

### Working Student

#### Digital Design & Branding

2024

Gold & Wirtschaftswunder (9 months)

Web design, branding solutions and editorial design. Optimized agency-wide workflows by building a comprehensive Figma infrastructure with standardized strategy and design templates.

### Working Student, Design Intern

2021 - 2023

Strichpunkt (2 years)

Intern and working student in Germany's leading design agency, working within agile project management frameworks. Developed corporate designs, specialized in utilizing branding portals to ensure design consistency across large-scale corporate identities.

## Education

### Master of Arts

2023 - 2026

HTWG Konstanz, Faculty of Design  
Communication Design (1.3)

### Bachelor of Arts

2019 - 2022

Hochschule Mannheim, Faculty of Design  
Communication Design (1.3)

## Initiative

### KD-Lounge Design Lectures

2025

Branding, Merch Design, Design Lecture Organization, Networking

### Ladies Wine Design

2022-2023

Festival Organisation (Lipstalk), Networking

## Skills

#### DESIGN & UI

Figma, Illustrator, After Effects, Photoshop, InDesign, Adobe XD

#### DEVELOPMENT, ANIMATION

Webflow, CSS, HTML, JavaScript, WordPress Elementor, Lottie, GSAP-Animation

#### COLLABORATION

Google Workspace, Microsoft Teams, Slack, Miro, Zoom

#### PROJECT MANAGEMENT

Trello, Asana, Notion, Clockodo, Clockify