

# Philipp Martin Schmitt

- Open for relocation or to work remote for the next career opportunity

## Get in touch



[Website](#)



[Email](#)



[LinkedIn](#)



[Upwork](#)



[+49 177 507 25 36](#)

## Last four experiences

### • UI/UX DESIGN BOOTCAMP ATTENDEE

CareerFoundry (May 2021 - now)

- Transformed user experience to digital screens focused on UCD
- Understood and solved user problems for multiple devices
- Learned new digital tools and skills to kick-start my future career

### • ONLINE MARKETING SPECIALIST, SEO/SEA & CONTENT MANAGEMENT

Athlon Germany GmbH, Germany (May 2021 - now)

- Launched CMS migration project from Sitecore to Umbraco
- Established and orchestrated marketing automation with Eloqua
- Planned and designed the website and created content
- Developed internal & external SEO with linkbuilding to improve user flow
- Streamlined and upgraded Google Analytics + Data Studio

### • MARKETING AND PRODUCT MANAGER

Dominican Expert, Dominican Republic (Jan 2019 - 2021)

- Relaunched website with new technical functions to for a better UX
- Planned Social Media activities (LI and FB) to grow channels
- Designed Front-end, implemented UX writing, created user flows
- Developed tourism products: Bird Watching and Adventure Holidays
- Briefed and Consulted customers to solidify Traveler Care Management

### • PROJECT MANAGER (TRAINEE)

Ministry of Tourism, Paraguay (Jun 2017 - Dec 2017)

- Learned how to coordinate strategic tourism projects from the GO-side
- Visualized national tourism campaigns into marketing material
- Scored with my Master's Thesis a 9.6 out of 10 for 'Restructuring the Strategic Tourism Planning in Paraguay'

# UX/UI DESIGNER

## Background info

UX/UI designer with strong creative and analytical skills and a background in strategic marketing, product- and project management. Experienced in content creation, copywriting, and working with multiple stakeholders at the same time. Confident as a polyglot in strategic planning, operational implementation, innovative solution-thinking, and process optimization.

## Academic experience

### • Certified UI DESIGNER

CareerFoundry, online (May 2021 - Mar 2022)

### • MBA, INNOVATION, AND TOURISM MARKETING

Universidad Catolica San Antonio de Murcia, Spain (2016-2017)

### • BBA, INTERNATIONAL MARKETING

FIBS Venlo, The Netherlands (2011-2015)

## UX/UI Skills

- Brand Identity
- Content Creation and UX Writing
- User Personas
- Information Architecture
- Prototyping
- Presentation

## UX/UI Tools

- Wordpress, Umbraco, Divi
- Figma
- Flinto
- InVision
- iMovie + Final Cut Pro 10
- HTML/CSS

## Languages spoken

- German (Muttersprache)
- English (fluently)
- Nederlands (vloeiend)
- Español (con fluidez)
- Português (estou practicando)

## UX/UI Projects

- I didn't notice (Notepad)
- Helping Hand (eCommerce)
- Homegrown (Plant Care)
- Fline (Offline Gaming)
- Synthy (80's Music Player)

## Hobbies

- Writing, learning languages, cooking, gym, skating, travelling