

Curriculum Vitae

Marek Möckel

Schönhauser Allee 111
10439 Berlin

Mail: marek@cutegorilla.com
Online Portfolio: www.cutegorilla.com
Mobile: 0175-2034414

Date of Birth: 09. September 1975
Birthplace: Berlin, Germany
Nationality: German
Family Status: unmarried, two daughters

Education

BTK University of Applied Sciences
Berliner Technische Kunsthochschule
Berlin 2001 – 2004
Degree (BA) in Communication Design

Apprenticeship

finished training course as a chef
1993-1996

Abstract

agile and lean product management • stakeholder management • product design • service design • ux design • ui design • creative direction • design visions • interface design • online and offline competence • 8+ years leadership experience • corporate design • corporate identity • ideas • editorial design • typography • branding • start-up experience • team building • product marketing experience • e-commerce experience • brand building • culture building

Qualifications

- 8+ years leadership experience
 - product marketing courses (IHK Erfurt, Prof. Norbert Drees), 2009
 - leadership training (Forum für Führungskräfte Munich, Bernhard Freese), 2010
 - 5 days leadership training at ELA (European Leadership Academy, Berlin), 2014
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Jobs

Head of Product / UX

Mai 2017 - today

Anyon Holding GmbH

Berlin

From online brokerage to shared houses, the way we interact with buildings is changing. At Anyon we believe that this process will continue to redefine the way we live. Based in Berlin, Anyon builds and invests in property technology.

general:

planning and development of a visitor and access management software solution for enterprises operating in high security environment and critical infrastructures (SaaS) • setting up agile and lean product development structures • preparing informal user interviews • development and validation of concepts for cross-device applications • developing and validating of value props • stakeholder management • maintaining and prioritizing product backlog • product roadmap • product vision board • hands-on ux and ui design • user flows • user journeys • user story mapping • culture and brand workshops

projects:

- visitor and access management software (SaaS)
- desktop dashboards, mobile app (react.js), terminal app (ipad), biometrical hardware integrations

Product Design & Management

April 2017 - today

Zasta GmbH

Berlin

general:

Zasta helps you get the most out of your tax return. In less than three minutes, your digital accountant will help you prepare your tax return paperlessly and without stress. Register once and automatically receive tax money every year.

lead UX conception / consultancy and designs of cross-device applications for b2c and b2b users (dashboards for users and accountants • mobile app with chat-bot and machine learning concepts) • hands-on ux and ui design • user flows • user journeys

projects:

- dashboards for users and accountants
- mobile app concepts with chat bot and machine learning concepts

Founder / UX & Product Design

Januar 2017 - today

HelloShrimp.com

Berlin

HelloShrimp re-connects young and experienced professionals and people in the real world and sparks conversations that evolve into long-term and mutually beneficial relationships. Concept and UX for the iOS App that was released in 2017.

UX / UI Designer, Consultant

Januar 2017 - March 2017

Candis.io

Berlin

general:

freelance UX and UI designer and consultant for the Berlin based startup • lead UX and conception and design of dashboards for B2B Customers in the field of Accounting Software.

UX / UI Designer, Consultant

Januar 2016 - December 2016

Movinga

Berlin

general:

freelance UX and UI designer and consultant for the Berlin based startup • lead UX and conception and design of booking funnels (desktop, web-app), lead UX checkout funnel (desktop, web-app)

projects:

- co-conception of the partner app • lead UX conception and design of dashboards for the OPS-Tool • lead UX conception and design of shop-systems (Desktop, Web-App)

UX / UI Designer, Consultant

November 2015 - today

Ohlala.com

Berlin

general:

freelance UX and UI designer and consultant for a Berlin based startup • conception and optimization of splash-pages • complete web-Experiences • webpages • conception of web-app and mvp

UI / UX, Entrepreneur, Founder

November 2014 - today

Sponsor My Club

Berlin

“Sponsor My Club” ist die neue Online- Plattform, die Fans des Sports, Unternehmen und Sportler zusammenbringt, um Geld für Sportprojekte zu sammeln und zu spenden. Egal, ob Sportgruppen, Vereine oder Einzelsportler, von Trikots über Sportfeste bis hin zum Trainingslager. Derzeit befindet sich “Sponsor My Club” noch in einem Pre-Launch Modus (MVP)

Head of Design / UX

March 2015 - today

Home24 AG

Berlin

general:

creative lead and implementation of communication and brand strategies • supervision and monitoring of design and ux projects • creative lead and implementation of online- and offline campaigns • monitoring of the project quality • development of structures and processes in order to enhance the interdisciplinary collaboration • human resources planning • team lead • leading of external service provider (graphic designer, front end developer, illustrator) • development of design strategies • team building

projects:

- redesign of the mobile app
- refining and new concepts for shop system
- concepts and development of various configurators

Head of Design

November 2012 - December 2014

Delivery Hero Holding GmbH

Berlin

general:

creative lead and implementation of communication and brand strategies • supervision and monitoring of design projects • creative lead and implementation of online- and offline campaigns • monitoring of the project quality • conception and implementation of brand guidelines • planning, conception, implementation of the global re-design of the delivery hero group • human resources planning • team lead • leading of external service provider (graphic designer, front end developer, illustrator) • development of design strategies • team building

specific projects:

planning, conception, implementation and creative lead of the new global re-design of the delivery hero group • re-design of the Delivery Hero company logo in collaboration with strichpunkt agency, berlin • conception and design of other company logos of the delivery hero group • creative lead and implementation of the corporate site, deliveryhero.com • conception, design, creative lead of the new designs of the delivery hero career portal • conception and planning of the new corporate design portal of the delivery hero group

Freelance Designer

July 2011 - November 2012

Red Elbow Design

Berlin

general:

working for various clients like Goethe-Institute, Trademob GmbH, Bagso and other smaller companies • re-design of educational materials for Goethe-Institute • conceptions and implementations of smaller webdesign projects • re-design of newsletter design of Bagso • smaller projects

Freelancer, Concept

2011

Scholz & Friends

Berlin

Lead (interim) Marketing and Design

January 2009 - May 2011

domalwittol GmbH

Erfurt

general:

implementation of marketing strategies • conception and implementation of internal and external above-the-line promotion • budget management • support of the key account management • market research • leading of members of staff

projects:

launch of a new detergent brand "Fräsh" (2008) • relaunch of new detergent series • relaunch of the DOMAX cleaning series • conception and planning of the company intranet, brand management for brands of Schlecker, DenkMit, Rossmann, Ihr Platz, Müller, Denner and Export

Communication Designer / Packaging Design / UI / UX Design

domalwittol GmbH

January 2007 - January 2009

Erfurt

general:

support in planning of new product variations and innovations in collaboration with f&e • product design • packaging design • white label designs for Schlecker, DenkMit, Rossmann, Ihr Platz, Müller, Denner and Export

Editorial Designer

Welcome Stranger Publishing

2005 – 2006 (1 year)

London, Großbritannien

general:

editorial designer for a kiwi and aussie magazine in London • layouting of magazine pages and special editions • supporting conception and planning of layout and design for new issues

Graphic Designer

Revolver Entertainment

July 2005 – November 2005

(5 months)

London, Großbritannien

general:

graphic designer for independent film distributor in London, conception and designing of film posters, artwork, photography and layout

Internship Graphic and Communication Designer

McCann Erickson Communication House

January 2005 – June 2005

Berlin

general:

graphic design intern for accounts e.g. Siemens telecommunication, Mobile and Health, Hasse-röder, Direct Line Insurance

Skills

productboard, jira, abstract, sketch, inversion, balsamiq, zeplin, illustrator, typography design, slack, avocode

Languages

english, german

Military Service

1993-1996

Berlin, May 2018