



LISA

SCHUHMACHER

Passionate about everything creative.



24.05.1995
Gräfelfing, Germany

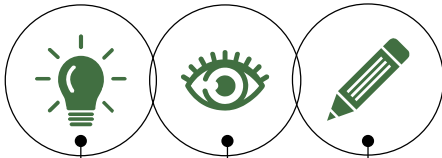


Munich
Germany



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EXPERTISE



Creative
Concept

UX & UI
Design

Graphic
Design

SKILLS



Microsoft Office



Adobe CS



Sketch



Programming languages
(html, css, js)



EDUCATION

Since 2019-02

Semester abroad at Hogeschool van Amsterdam

Minor User Experience Design

Since 2017-10

Master of Arts: Stuttgart Media University

Corporate Communications (focus: Branding)

2016-09 to 2016-12

Semester abroad at Dublin Institute of Technology

Main focus: Drawing, Marketing, Film and Broadcasting

2013-10 to 2017-07

Bachelor of Arts: Ludwig-Maximilians-University, Munich

Communication Science, Business Administration and Economics



PROFESSIONAL EXPERIENCES

2018-10 to 2019-01

Jung von Matt/ Neckar, Stuttgart

Student employee User Experience Design

UX & UI Design of digital products

2017-11 to 2018-09

Stuttgart Media University, Stuttgart

Project employee UX & Interaction Design, Smart Kitchen Lab

UX Design, graphic design and development of smart kitchen features

2017-04 to 2017-09

Serviceplan Group, Munich

Student employee Business Development

Key Account Management & Business Relations

2017-01 to 2017-03

Weber Shandwick, Munich

Intern Consumer Marketing & Technology

Public Relations, Creative Concept, Social Media & Influencer Marketing

2015-08 to 2016-07

Ketchum Pleon GmbH, Munich

Intern and student employee Corporate Communications

Project management, creative concept & award management



ACHIEVEMENTS

Conference Paper Publication

Schuhmacher, L., Pagenkopf, A., Lingamaneni, R. & Scheible, J. (2017). Emotion Enhancement through Ubiquitous Media Technology in a Smart Kitchen Environment. *Proceedings of the 17th International Conference on Mobile and Ubiquitous Multimedia*, 317-325.

GWA Junior Agency Award 2018 | Gold

Creative concept and design of an international launch campaign in the beauty industry

In cooperation with KMS and Jung von Matt/ Neckar