



# Lisa

# Schuhmacher

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Branding • UX & UI Design • Illustration

## Professional Experience

since **2019**

UX/ UI Designer at Format D, Munich

Bringing the digital presence of brands to a next level and making pixels shine.

**2018**

UX student employee at Jung von Matt/ Neckar, Stuttgart

Building sharp and consistent interfaces for international clients.

**2017**

Interaction Designer at Stuttgart Media University

Designing smart kitchen features connected to an IoT platform, involving touch, voice and gesture interfaces.

**2017**

Student employee Business Development at Serviceplan, Munich

Improving business relations and helping out with the Key Account Management.

## Education

Stuttgart Media University 2020  
Corporate Communications, M.A.  
Focus: Branding, Communication Design (Ø 1,16)

Hogeschool van Amsterdam 2019  
Minor User Experience Design (Ø 1,3)

Ludwig-Maximilians-University, Munich 2017  
Communication Science, B.A. (Ø 1,4)

Dublin Institute of Technology 2016  
Semester abroad: Marketing, Film and Broadcasting

## Achievements

Awwwards: Honorable Mention 2021  
Music Connects website

Cover Story T3N Magazine 2021  
Article about Positive UX Design and its values

GWA Junior Agency Award | Gold 2018  
Creative launch campaign for KMS Stylecolor

Conference Paper Publication | MUM 17 2017  
Emotion Enhancement through Ubiquitous Media  
Technology in a Smart Kitchen Environment.