

Bianca Fuchs

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Profile

I'm a bilingual (German/English) hybrid brand and UX/UI/Product designer for emerging technologies with experience across a variety of industries, from simple website builds, social platforms, to mobile e-com and SaaS products for B2C, B2B, and B2B2B clients. I've had the opportunity to consult on brand identity and Ui design for mobile native e-com, and social connectivity software, to online peer-based e-publishing services; I have been a creative lead for fashion and restaurant brand, as well as an art director for geospatial information sciences and unmanned aerial technologies business.

Work Experience

UX Designer (Contractor), Korn Ferry Advance, Glendale CA – April 2018-Present

I work in a collaborative, agile environment with executive leadership, stakeholders, business development, engineering, product, and content teams, as well as our user groups to conduct research and development, user experience, brand strategy, and design of digital B2B, as well as B2C SaaS products. These projects have included wireframes, mockups, visual design, pixel perfect interfaces, and user flow design; design iterations from wireframes to final product of customer-facing career development, peer mentorship, executive coaching, and outplacement solutions, as well as a backend coach and assessor facing portals. To date efforts have helped build \$70 million USD in open business proposals, solidifying partnerships with private, non-profit, education, public, and government clients such as SoFi, Google, Johnson&Johnson, Singapore NTUC Government amongst others.

Hybrid brand and UX/UI Contributor, [Hyperloop Transportation Technologies](#), Culver City CA – February 2018 - August 2018

Worked with CMO, head of Marketing, CD, and Design Execution Lead on external, and internal-facing digital/print brand materials, brand and product concepts, guidelines and templates. Ui design for a travel simulator brand/product concept explorations.

Marketing Manager/Creative and Art Director, [Phoenix LiDAR Systems](#), Culver City CA – September 2016 - April 2018

Worked with CEO, and CTO to rebrand corporate identity, website, social/PR presence, and corporate materials. Established best design practices, and hired a marketing manager. Created brand identity and assets for their proprietary GIS post-processing software, LiDARMill. Produced PR events, advertising shoots, trade show logistics, design, and display.

Lead Designer (U.S. Market), Tadashi Shoji, Los Angeles CA – April 2016 - June 2016

Worked closely with department leads to manage print production, print color proofing; concept and storyboarding of photoshoots, and lookbooks; Design of online and print marketing assets, in-store art and interior design installations for existing locations in Las Vegas, Costa Mesa, NYC and Dubai, and new store opening in Glendale. Packaging design, brand identity refresh concepts including a digital presence redesign. Hiring, training, and management of a design intern.

UX and Brand Designer, [Boston Consulting Group Digital Ventures \(BCGDV\)](#), Manhattan Beach, CA – October 2015 - January 2016

I worked with a team of scientists, designers, engineers and business analysts on conducting user research, concept Ui, wires, user flows, brand design, and product prototypes during this venture exploration sprint for BCGDV's German paper and hydroelectric industries client, [Voith](#).

UX/Ui Designer, [Booktrope](#) (Y-Combinator Accelerator), Remote – February 2015 - May 2015
Consulted, optimized, and designed user-facing publishing platform. Designed corporate presentation materials, and graphics design assets.

Product UX and marketing strategy, [Sift by Smartshoppr](#), Remote – February 2014 - October 2015

Worked with the product manager on Android SDK build user interface design from wireframes to pixel-perfect screens. User interface and user experience design for iOS. Brand collateral, marketing assets, and product RnD/exploration.

Education

ArtCenter College of Design; Pasadena CA – BFA with Distinction in Graphic Design, Minor in Design for Social Impact – January 2009 - April 2012

Freie Hochschule für Grafik Design und Bildende Künste; Freiburg Germany – Zwischenprüfung – October 2006 - July 2008

Extra-Curricular

ArtCenter College of Design – multiple DesignStorm Facilitator; Pasadena CA – Facilitator hosting for Showdown Displays, L'Oreal, and ARkStorm Flood Hazard USGS Summit – January 2011 - April 2012

Awards and more

Korn Ferry Corporate Excellence Award 2018

ArtCenter Scholarships (Pentagram Entrance Scholarship, and ArtCenter Entrance Scholarship) – January 2009 - April 2012

ArtCenter Dean's List – 2009, 2010, 2011

Featured/mentioned on [techcrunch.com](#), [forbes.com](#), [documentaryheaven.com](#), [designmattersatartcenter.org](#)

Skills

Digital Skills:

Strong working knowledge of: Sketch3, Balsamiq, Zeplin, Flinto, InVision, Sublime Text 2, Adobe Acrobat, Photoshop, Illustrator, Keynote, iMovie, PowerPoint, InDesign, Soundbooth, After Effects, Premiere, Word, Dreamweaver, iMovie, Mac OS X, Windows

Familiar with: Google SketchUp, Wordpress, Adobe Flash, Freehand, QuarkXPress, Final Cut Pro, Arduino Programming, Mobirise, Sublime Text

Craft/Analog Skills:

Printmaking and lithographic processes, letterpress, illustration, laser cutting, woodworking/model shop experience, robotics and soldering, print color proofing and matching, Trade show booth builds

Language Skills:

Fluent in German and English, Basic Spanish, some Mandarin; Understanding of HTML, CSS3, AS 2, AS 3, Basic C++, JavaScript

Other Skills:

Product life cycle assessment analysis understanding, branding specific trend research, FAA commercial UAV/drone regulations knowledge and production experience, GIS LiDAR understanding, a Squarespace developer community member

Life Skills:

I'm a mother to a 1-year-old boy, a realist with the ability to dream, an entrepreneurial ENTP, a believer most problems can be solved through a creative process. I'm a passionate space and sci-fi/fantasy stuff nerd, a Minecrafter and Magic the Gathering card collector, a dabbler in the culinary arts, plant lover, and camping enthusiast. I've grown up in SE-Asia, Germany, China, and the US. In my spare time, I assist and work with my husband with brand management, business advice, and visual design for Wild Rabbit Aerial Productions, a leading drone company servicing the Los Angeles ad, TV and film industries. I also work with a variety of small businesses requiring design help - from sustainable upcycled brewery bag manufacturer, to design collateral for a morgue, restaurants/chefs, douglas, and more.