



Barbara Langguth

CREATIVE LEAD

Creative Lead with background in Product Design, Art Direction, and Training Management for more than 15 years. Seeks to drive a dedicated team in developing aesthetically, functionally, and qualitatively excelling products and services by bringing high-level creativity, experience, and passion across all aspects of visual design, problem-solving, and management.

EXPERIENCE

Product Design

CAREERFOUNDRY

2022 - TODAY

- Aims to bridge the gap between surface and interface by broadening and deepening knowledge in the fields of User Experience and User Interface Design, while learning various new digital skills and tools to apply in future lead positions
- Opted for intensive English-speaking training programs to expand practice beyond German borders
- Creates consistently new projects from scratch to practically incorporate all aspects of learning

Art Direction

MBS NÜRNBERG | PART OF BERTELSMANN PRINTING GROUP

2006 - 2022

- Conceptualized, produced, and managed extensive creative communication concepts on the highest functional and visual levels, applying whole field of graphic design and much more
- Transformed complex and technical issues into valuable solutions through critical thinking and clear communication to meet customer, user, and business goals
- Led design teams of up to 10 people, coordinated interdisciplinary teams, and managed creative processes with a focus on compliance and deadlines

Training Management

MBS NÜRNBERG | PART OF BERTELSMANN PRINTING GROUP

2010 - 2022

- Was accountable for pedagogical and technical supervision as well as proper planning and implementation of the accredited dual apprenticeship „Media Designer Digital & Print“ and thus jointly responsible for numerous, continuously successful graduations
- Mentored and managed trainee teams from recruiting process to exam preparation to resume writing and ensured optimal personal development while balancing the needs of all stakeholders
- Continually adapted training structures and processes to a growing business, turning them into a system independent from the parent company

Audit Committee Membership

CCI NUREMBERG FOR MIDDLE FRANCONIA

2010 - 2022

- Acquired in-depth knowledge in evaluating technical design exams for the „Media Designer Digital & Print“ apprenticeship
- Regularly participated in test analyses, provided responsible and well-founded feedback, and also collaborated on developing test criteria

Fine Art Design

PRIVATELY

2018 - TODAY

- Creates artworks that excellently combine passions for holistic aesthetics and the highest level of detail perfectionism, distributing them by a self-branded label

EDUCATION

Certified User Interface Designer	CareerFoundry, expected graduation	Sep 2023
Certified User Experience Designer	CareerFoundry	Jan 2023
Certified Training Instructor	CCI Nuremberg for Middle Franconia	June 2010
Certified Media Designer	CCI Nuremberg for Middle Franconia	July 2009

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SKILLS & TOOLS

Visual Design

Digital & Print Design
Whole field of Graphic Design
Creative Conceptualization
Corporate Branding and Styleguides
Typo, Texting, and Content creation
Image Selection and Editing
Illustration and Animation
Fine Art Design
Frontend Development
Final artwork and Delivery

Problem Solving

User-Centered Design
Design Thinking
Competitive Analysis
Generative and Evaluative Research
Business Requirements
User Personas and User Flows
Mobile-First and Responsive Design
Information Architecture
Iterative Wireframing and Prototyping
Usability and Preference Testing

Management

Art and Photo Direction
Team Lead
Interdisciplinary Project Coordination
Customer Communication
Presentation
Quality control and assurance
Training Management
Certified Examination
HR Management & Recruiting

Tools

Marvel and Figma
Adobe Creative Suite [InDesign, Photoshop, Illustrator, Premiere, Acrobat, etc.]
MS Office 365
HTML, CSS, and JavaScript
Visual Studio Code and GitHub
Optimal Sort & Usability Hub
Various Databases
Screencast Software
Wacom Tablet

loyal · reliable · trustworthy ·
helpful · engaged · open · precise ·
motivating · conscientious ·
focused · passionate