

Felix Höbel

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As a User-Centric Web Development and Marketing Specialist, my focus is on creating web designs and experiences that prioritize the needs and goals of the user. With a strong understanding of web development technologies and proficiency in a variety of industry-standard tools, including Figma, Webflow, TailwindCSS, Adobe XD, and Creative Cloud Products, I am equipped to build dynamic and user-friendly websites that meet the needs of businesses and their target audiences.

Additionally, with fluency in both German and English, I am able to effectively communicate with clients and stakeholders from around the world.

Northern Data Software GmbH UI/UX Engineer

Dec 2020 – Today Frankfurt am Main/Düsseldorf

- Designed and developed user interfaces and experiences for a complex Linux-based device monitoring system, including a web application and mobile Android app
- Worked collaboratively with cross-functional teams, including product owners, quality assurance, and frontend developers, to align design with sprint goals and product vision
- Conducted user research and interviews to gather requirements and clarify functionalities
- Translated stakeholder information into prototypes and design features, and contributed to the development of a Design System managed in Figma
- Led the team in implementing a headless UI system with React and TailwindCSS, organized via Storybook.js
- Contributed to the development of a GPU-based cloud platform and prototyped its features
- Generated user-centered designs and utilized component-driven UI, resulting in intuitive and user-friendly interfaces
- Utilized design research methods, including wireframing and rapid prototyping, to create and iterate on designs
- Communicated progress and updates to stakeholders through mail newsletters and presentations
- Maintained up-to-date knowledge of industry trends, including blockchain, cryptocurrencies, and NFTs
- Successfully collaborated with global teams in a fast-paced, agile work environment.

Achievements

- Team lead for implementing and building a headless UI System with React and TailwindCSS organized via Storybook.js
- Setting up and handling documentation via Docusaurus2.
- Prototyping for a GPU-based cloud platform.
- Build a large figma design system and develop
- Prototyped and worked in the Frontend in a Software Project that can manage up to 60,000 devices on 4 different Account Levels with different user-roles
- Integrate a prototype of this software into an existing system for a pilot project aimed at real-time load balancing of the energy grid.

Marketing & Communications Northern Data AG

Apr 2018 – Dec 2020 Frankfurt am Main

- Research and analysis of market and industry trends for the creation of investor relations pitch decks.
- Development and implementation of a comprehensive corporate and marketing strategy to establish a strong online presence.
- Conducting comprehensive keyword analyses and creating high-quality, targeted content to optimize Google Ad campaigns.
- Creation and implementation of a corporate identity to enhance recognition and brand awareness.
- Creation of high-quality visual content, including professional photos and trade show booths, to improve company representation.
- Creation of engaging business reports and presentations to convey important information to investors and other stakeholders.
- Creation of high-quality social media posts to improve online presence and interaction with customers and followers.
- Development of professional corporate brochures to reach and convince potential customers and partners.
- Visual concept and design for an appealing and professional atmosphere that reflects the company's brand value.
- Coordination and monitoring of collaboration with various external communication agencies to ensure that corporate goals are achieved and brand messages are effectively communicated.
- Assistance in the planning, coordination, and execution of successful press trips to increase media presence and interest in the brand and ensure positive coverage in relevant media.
- Assistance in job interviews and selection of qualified
- Distribution of corporate news and announcements to investors, analysts, and media to ensure that relevant information is effectively communicated

Achievements

- Successfully secured significant investments from major investors through the creation of compelling business presentations.
- Led the successful development and implementation of a comprehensive corporate brand, website, and media presentation strategy, resulting in increased brand awareness and engagement.
- Achieved measurable success in enhancing the company's overall brand image and online presence through the creation and distribution of high-quality media materials, resulting in increased customer and stakeholder interest.

Deutsche Telekom AG Video Producer Social Media

Mar 2017 – Dec 2017 Bonn

- As a Video Producer in DTAG's Corporate Communications Department, I created engaging and informative video content that improved brand awareness and audience engagement. My storytelling skills helped me to captivate viewers and enhance the company's brand reputation. I also introduced the 1:1.5 video format for social media channels, resulting in improved engagement and retention rates. Overall, my high-quality video content conveyed the company's message and values to its target audience effectively.

Achievements

- Pioneered the introduction of the 1:1.5 / 1:1 video format for social media channels, resulting in a significant increase in user engagement and click-through rates.
- Demonstrated exceptional communication and presentation skills by pitching a cutting-edge donation system for a Smart City Design Sprint on Ethereum during a high-profile

Education

- Bachelor in Art, Music and Media (2013 - 2017) Marburg Philipps Universität.
- Ultimate Figma & UI Masterclass (2021) Online Michael Wong.
- Google UX Career Certificate (2021) Online Google/Coursera.
- W3Cx WAI0.1x Web Accessibility (2023) - edX

Skills & Industry Knowledge

- Cryptocurrencies & Blockchain: Strong understanding of the technology behind cryptocurrencies and blockchain, as well as their potential impact on various industries.
- NFT & Token Standards: Familiarity with non-fungible tokens and various token standards, including ERC-20 and ERC-721.
- Component-driven UI: Experience creating modular UI components that can be reused across different parts of an application or website.
- User-centered design: Deep understanding of designing products and experiences that prioritize the needs and goals of the user.
- Front-end Technologies: Proficiency in a range of front-end technologies, including HTML, CSS, and JavaScript, as well as frameworks like React.
- Design Systems: Experience creating and maintaining design systems, including the use of tools like Figma and Adobe XD.
- Product Design: Experience designing products from concept to launch, including user research, wireframing, prototyping, and testing.
- Wireframing: Proficiency in creating low-fidelity wireframes to visualize and iterate on designs before moving into higher-fidelity mockups.
- Rapid Prototyping: Ability to quickly create functional prototypes to test and validate design concepts.
- Design Research: Experience conducting user research, including surveys, interviews, and usability testing.

Other

- Photography: Experience with photo- and videography, including composition, lighting, and post-processing techniques.

Languages

- German (native)
- English (professional)