

CONTACTS \01

WEBSITE >

LINKEDIN >

INSTAGRAM >

EMAIL >

Chris Meier

Visual Designer

EXPERIENCE \02

11\2020 — today

Visual Designer — Freelancer

I focus on creating impactful branding and web designs, emphasizing UX/UI to craft visually compelling and user-friendly digital experiences. Additionally, I contribute to the development of UI libraries and design systems, ensuring consistency and scalability across digital products.

02\2020 — today

Workshop Facilitator — W.A.F. AG

Supporting smooth seminar operations, designing a cohesive program, facilitating communication between speakers and attendees and ensuring participant satisfaction.

02\2022 — 06\2023

Social Media Manager — naturefit e.V. (pro bono)

Developed and implemented social media strategies to increase brand awareness and engagement. Created targeted content, analyzed performance metrics, and optimized campaigns for higher audience interaction.

10\2018 — 09\2019

Digital Operations Manager — Palmetto AG

Managed and optimized the company's WordPress website, ensuring seamless functionality, content updates, and an improved user experience. Additionally, led the implementation of a new CRM system, overseeing the entire process from selection to integration to enhance operational efficiency.

10\2017 — 09\2018

Sales & Visual Support — NIKE

Collaborated with the Visual Presentation team to enhance in-store displays and create immersive brand experiences. Assisted in event organization, including high-profile athlete visits, and supported community engagement initiatives. Developed a strong understanding of brand storytelling, customer engagement, and retail experience design.

10\2015 — 09\2017

Account Manager & Digital Initiatives — Allianz

Managed client relationships while driving digital initiatives, including website and social media optimization, to enhance brand presence. Led the planning and execution of customer engagement events, applying visual communication strategies to create compelling marketing materials and event branding.

SKILLS \03

UI Design —

Engaging interfaces for websites & apps \ Layout, typography, color harmony & responsive design \ High-fidelity mockups & marketing visuals.

Design Systems & Component-Based Design —

Scalable Figma components \ Component structuring & design consistency \ Efficient workflows for seamless collaboration.

UX & Interaction Design —

Wireframes, prototypes & user flows \ Usability principles & accessibility (WCAG) \ Optimizing user journeys for clarity & engagement.

Branding & Digital Identity —

Cohesive brand identities \ Visual guidelines & brand assets \ Consistent visual presence across platforms.

EDUCATION \04 LANGUAGES \05

06\2012 — 07\2014

Bachelor of Business Administration — Berlin School of Economics

German

Native

English

C1

PROJECTS \06

Concept & UI

Spotify Fan Pass Concept >

The Spotify Fan Pass Concept explores how Web3 integration can enhance fan engagement. I designed a visual experience that offers exclusive content, limited-edition merch, and special access directly on the platform.

Branding & Web design

ETHO TRADE >

Ethotrade is a seamless Web3 trading platform. I designed an intuitive interface that simplifies decentralized trading while ensuring a smooth and user-friendly experience.

SCHEDULE NOW! >
