# HEIDRUN BÖCK

## VISUAL DESIGNER & BRAND MARKETING EXPERT

MY WORK IN THE NEWS

**I'm a Visual Designer with 18+ years in the tech, telecom, and finance industries, specializing in building, redesigning, and adapting brands and integrating them seamlessly across products** — ranging from print and digital assets to apps and hardware. My hands-on expertise ensures that brands are both visually impactful and aligned with product functionality, creating market-ready results that resonate with users and elevate brand identity.

## SKILLS

- Brand Design
- Brand- and Style Guides
- ✦ Design Systems
- UI/UX Design (using AI)
- ✦ Wireframing & Prototyping
- ✦ Editorial & Print Design (using AI)
- Content Creation (using AI)
- Brand Marketing
- Social Media Management

## TOOLS

- Figma
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Notion / G-Suite
- Slack

## AWARDS

### INNOSUISSE INNOVATION AWARD '21

**wearonize received a 500k CHF for innovative design & processes** highlighting the commitment to advancing technology and user experience.

### SILVER AT FOX AWARDS '17

Contributed to the design of GD Mobile Security's **Smart Blog, which won Silver in the Online Magazine - Information and Communication Technology category.**

## EXPERIENCE

### wearonize

Co-Founder, CMO, CDO | Full-Time | Aug 19 - Oct 24

**For wearonize, I building a brand on the run, creating a cost-effective, market-ready fintech brand in under 4 months with a budget of only 45k.**

- **Brand Development:** Defined the brand identity, strategy, and core assets, ensuring a consistent and compelling narrative across all channels. Led the creation of visual guidelines, messaging frameworks, and design systems.
- **Product Design:** Led the design of both software and hardware. Worked closely with development and product management to create intuitive, on-brand user experiences that aligned with customer needs and business goals.

- **Marketing Oversight:** Led website, social media, and PR efforts.
- **Content Production:** Directed video and photo shoots.
- **Partnerships:** Coordinated external partners and freelancers.
- **Brand Consulting:** Advised clients on brand adaptations.
- **Team Leadership:** Mentored and managed the design team.

### Nation of Hawaii

CDO, Product Designer | July 23 - Dec 23

**At wearonize, we worked with the Nation of Hawai'i to develop a financial solution were we increased financial product usage by 20%.**

- **Project Management:** Led projects and managed stakeholder relationships.
- **Brand Consulting:** Advised the client on brand adaptations to align with their vision.
- **Feature Development:** Introduced new features, including a loyalty program, as an extension to the existing roadmap, managing tight timelines for integration.
- **Wearable Design:** Delivered custom-branded wearables crafted from eco-conscious Apple leather.

### Live Nation Concerts

CDO, Product Designer | Dec 21 - May 22

**No one-hit wonder: We crafted an event payment solution that 80% of fans wanted to use in their everyday lives, turning a festival feature into a data touchpoint.**

- **Product Design:** Led the design and production of a branded payment wearables
- **App Development:** Adapted the app to manage multiple payment balances and align with the vibee's brand.
- **Collaborative Work:** Worked closely with vibee's tech team
- **Strategic Insights:** Analyzed user behavior and drove customer engagement.

## EDUCATION

**UX Design Education**

June 2024 - October 2024
Career Foundry

**Master in English Linguistics & Modern History**

2009 - 2015
LMU, Munich

**Diploma Graphic & Communication Design**

2001 - 2006
Die Graphische, Vienna

## LANGUAGES

English (fluent)
German (fluent)

## CONTACT

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### OOM - Health App

CareerFoundry Course Project I June 24 - Nov 24

**OOM simplifies life for busy parents, reducing health appointment and sports scheduling time by 30% with a sleek, consistent UX.**

- **Competitor Research:** Analyzed competitors to inform design choices.
- **User Research:** Conducted interviews to refine personas & prioritize features.
- **Personas:** Created user personas based on interview insights.
- **User Flows:** Mapped key interactions for health and challenge scheduling.
- **Wireframes:** Designed low to high-fidelity wireframes.
- **User Research:** Conducted interviews and analyzed insights using affinity mapping
- **Design Iteration:** Improved design based on user feedback.
- **UX / UI Design:** Developed user flows and wireframes for key features
- **Usability Testing:** Ran final testing, improving task completion by 30% and achieving 100% user satisfaction.



### SAP Spectrum Magazin

Senior Designer, Freelance I Jan 08 - Aug 08

**Giving SAP a new look, by playing a part in SAP's corporate magazines and community website redesign.**

- Design of the community website (sap.info)
- Redesign of SAP SPECTRUM (customer magazine)
- Redesign of SAP WORLD (employee magazine)
- Design of all marketing and promotional materials



### NIVEA, Meinl & Co

Visual Designer, Freelance I 2007- 2018

**I've worked with a diverse range of clients across print and digital**, creating tailored design solutions from logos and visual identities to business stationery and print materials. **My clients range from high-profile brands like Meinl am Graben and Nivea to local businesses.**

- Design of websites & blogs
- Social media management
- Social media content and campaigns
- Content creation
- Design of print collateral
- Image editing & final artwork
- Logo, brand and stationary design
- Event management & Location scouting



**NOT ENOUGH?
BROWS MY ENTIRE PORTFOLIO.**