

Bettina Kast, Designer

I make products more human, engaging, and understandable.

Overview

Profile

Professional, + cross-trained design lead with 10+ years experience. Have completed 200+ projects for various platforms + types of media range in size of 6k EUR to 1 million EUR. Worked on teams range in size of 2 to 60 people.

Personal characteristics

- Creative, analytical, perseverant, pro-active, empathetic, ability to listen, open minded
- Methodical, holistic, + systematic approach to design
- Experienced working on large projects, complexities, + collaborating with a variety of audiences including business, creative, + technical
- Ability to comprehend quickly, spot correlations, then utilize my existing knowledge to anticipate, think + plan strategically ahead. Able to see, understand, + focus on the big picture
- A keen eye for detail, + a desire to deliver quality through an iterative process

Experience

- Design Strategy + Management
- Experience Design
- Design Thinking (DT)
- Systems thinking
- User-Centered Design (UCD)
- Usability
- Product Innovation
- Corporate Design + Branding
- International work experience
- Enterprise software

Skills

- Simplifying complexity
- Research (Ethnography, observational studies)
- Ideation + Concept Development
- Visualization + Visual Communication
- Prototyping
- Interaction Design (IxD)
- Information Architecture (iA)
- Information Design
- Delivering presentations
- Planning, co-ordination + communication

Software + tools

- Mac OS
- Adobe CC
- Sketch
- Balsamiq
- OmniGraffle
- Axure RP Pro
- BBEdit
- HTML
- CSS

Degrees

2004 Diplom-Designer (FH) (replaced by masters)
2001 Vor-Diplom (replaced by bachelors)
1998 Abitur (Degree w/ university entrance exam)
1994 Realschul Abschluss

Fluent languages

German (Native),
English (Bi-lingual proficiency)

Interests + hobbies

Puzzle games/brain teasers, family + friends, travel, culture, museums, outdoor activities

Work experience

Sr. UX Designer + Product Owner

July 2015 - current

Pegasystems Inc. - Amsterdam, The Netherlands | www.pegasystems.com

Pegasystems Inc. is an American software company based in Cambridge, Massachusetts. Its products target the customer service + predictive analytics market.

Act as product owner of an innovation scrum team; unofficial managerial role including mentoring + overseeing the work of one designer. Collaborate with four Product Managers + additional scrum teams to define + deliver new functionalities + features involving inter alia adaptive analytics, big data + machine learning technologies.

Key highlights

Analyzed + evaluated the usability of an end-user facing change-management application consisting of a total of 5 goals + 188 tasks. Identified + addressed 16 usability issues ranging from severe to expressed difficulty of which 14 are resolved.

UI Product Designer IV

July 2014 - June 2015

Pegasystems Inc. - Amsterdam, The Netherlands

Act in a product owner + unofficial managerial role, mentoring, + overseeing the work of one designer, + scrum teams. Collaborate with Product Managers to define + deliver new functionalities + features to extend decision management capabilities involving structured + big data.

Key highlights

Designed + delivered experience around several new functionalities including attribution modeling, complex event processing, + bulk features related to predictive modeling.

Knowledge

Fundamental awareness of Internet of Things, Big Data, Predictive Analytics

UI Product Designer

January 2012 - June 2014

Pegasystems Inc. - Amsterdam, The Netherlands

Modernize the look + feel of the development environment, + end-user portal. Establish, implement, + evangelize the organizations first interface + product guidelines.

Key highlights

Designed a system + patterns for the first version of "Case Manager", an end-user facing portal, which aligned all 90+ products across 13 verticals to appear consistent, strengthened the brand's perception, + contributed to increasing shareholder value by 122% overnight (source: Bloomberg).

Knowledge

Developed fundamental awareness of Star schema, Fact tables, Interaction Services

Independent Designer & Design consultant

March 2010 - November 2011

Various international clients - Amsterdam, The Netherlands

Create + deliver immersive, + interactive experiences for consumer brands (Coca Cola, Sprite, MusiGames, Rocket Ninja, Virtual Toys, Streamline Media Group)

Key highlights

Helped a San Francisco startup to launch their social game in time + meet investor expectations.

Experience

Design for mobile + touch (tablet PCs, iPad), Gamification mechanisms, responsive design, front-end development (HTML + CSS), custom CMS, web standards + website accessibility, due diligence

Marketing & Communications Manager

April 2008 – November 2009

Streamline Studios BV - Amsterdam, The Netherlands | www.streamline-studios.com

Streamline Studios is a leading international studio delivering interactive entertainment productions.

Build the first MarComm department, + strengthen the studio's brand perception in public.

Key highlights

Contributed to increasing revenue by 35% year on year by creating marketing materials, interfaces, developing processes, + increasing exposure in media.

Experience

- Hiring + managing 5 direct reports, responsibility for department + project budgets
- Developing career paths in line with organizational strategy
- Planning a media year, organizing, + co-ordinating press releases, speaking opportunities

Senior Creative Designer

April 2006 – March 2008

Streamline Studios BV - Amsterdam, The Netherlands

Corporate, web, print, + interaction design

Key highlights

Contributed to increasing sales requests by increasing web traffic by 76% (absolute unique visitors), while decreasing 90% bounce rates to 29%

Experience

Accessibility, web standards, web analytics, Search Engine Optimization (SEO)

Creative Designer

October 2005 – March 2006

Streamline Studios BV - Amsterdam, The Netherlands

Corporate design, web design, + interaction design for interactive entertainment products

Freelance Designer

April 2004 – September 2005

Various local clients - Ulm, Germany

Corporate design, design + development of interactive flash websites

Key highlights

Helped a small startup to excel annual booking goal by 40% in its first year.

Internships

Design Intern

April 2002 – September 2002

ARTHAUS - Blaustein, Germany

ARTHAUS was a design agency that specialized in print media, digital media, orientation systems, + trade show booth systems.

Analyzing site structures for website re-designs, building interactive screens in Flash, print design

Design Intern

July 1998 – January 1999

ARTHAUS - Ulm, Germany

Help out on projects, while preparing my portfolio for my application at a design university.

Graphic Design Intern

March 1993 – March 1993

Lahaye Kern - Ulm, Germany | www.lahaye.de

Lahaye Kern is a design agency for visual communication.

Education

University of Applied Sciences Schwäbisch Gmünd

2000 – 2004

Schwäbisch Gmünd, Germany | www.hfg-gmeund.de

Majors: Communication Systems, Digitality/Virtuality

Ernährungswissenschaftliches Gymnasium der Valckenburgschulen Ulm

1994 – 1998

Ulm, Germany | www.valckenburgschule.de/index.php?id=berufliches-gymnasium

Majors: Chemistry and Threpsology, English

Minors: Biology, Ethics

Anna-Essinger Realschule,

1989 – 1994

Ulm, Germany | www.aer.ul.schule-bw.de