

Bettina Kast designer

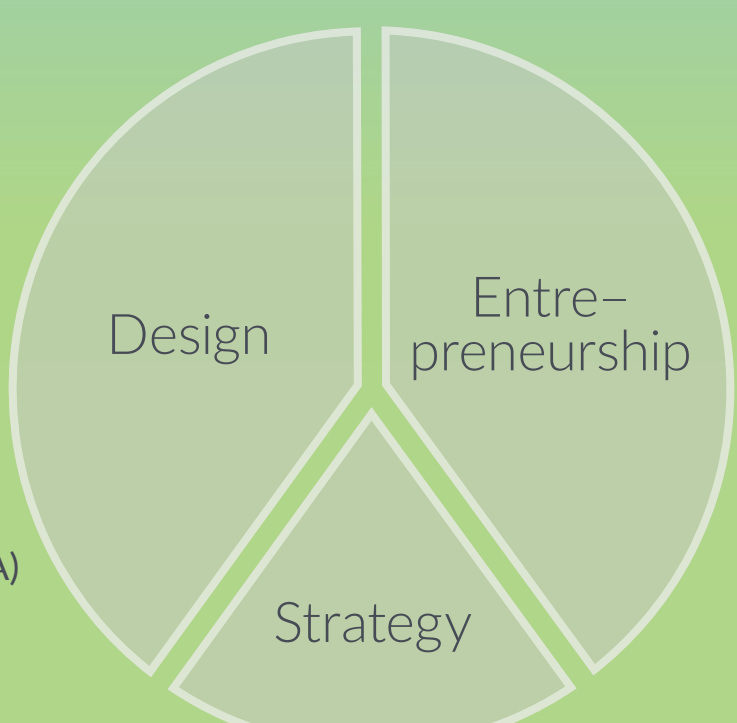
Visit www.bettinakast.me
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-  **Hallo!**^A
-  **Hi there!**^A
-  **Hoi!**^B
-  **Salut!**^C
-  **¡Hola!**^D
-  **Zdravo!**^E
-  **Ciao!**^E

A. I speak + write with native or bilingual proficiency
B. I comprehend 90% of spoken language + in word + writing.
I can have basic conversations + speak to a doctor
C. I can introduce myself + understand some (given people speak slowly)
D. I can have very basic conversations using single words + hand + feet
E. I can order food and beverages + count at least to 10

Past experience

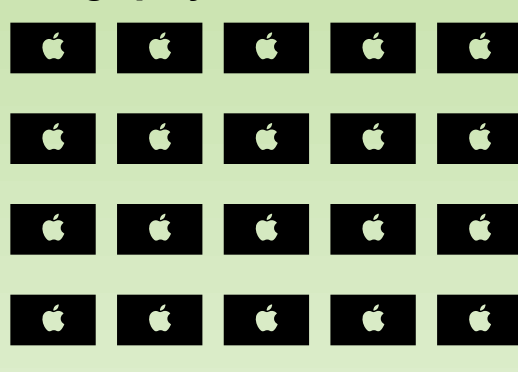
- Start-up experience
- Design Thinking
- Concept Development
- Product Design
- Interaction Design (IxD)
- Information Design
- Content Strategy
- User Interface Design (UI)
- Information Architecture (iA)
- Visual Communication
- Branding
- Creative Direction
- Design Management
- Research (Market, Competitive, Design, Usability)
- Human-Computer-Interaction (HCI)
- Agile / Scrum
- Graphic Design




1992
Year of my first design internship
at Lahaye Kern, Ulm, Germany

200+

Design projects *



 = 10 projects

Managed about 85% of design projects from inception to completion with budgets ranging from €6K to €100K.

Work environments

- Corporate environments (~3000 employees)
- Start-ups (80 employees max.)
- Design Agencies / Studios (15 employees max.)
- Independent

10+


Years work experience as designer



 = 1 year

122.599

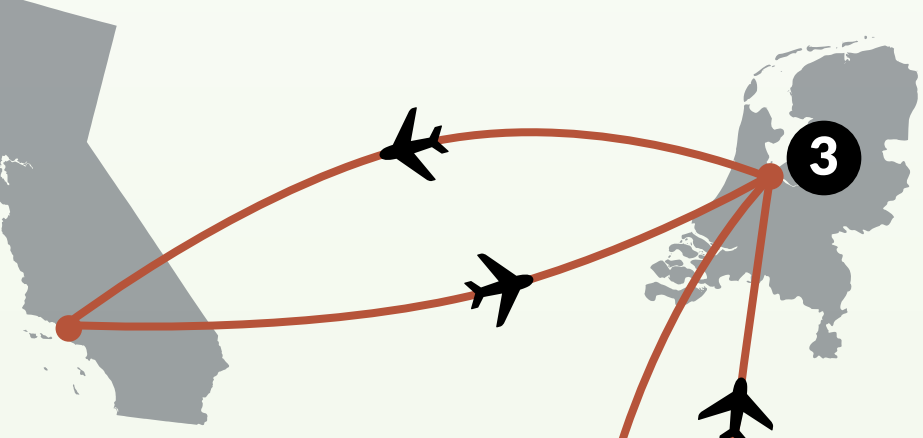
Miles travelled by air since 2008

 = 20.000 miles

Travelled for a project to Boston, MA, USA + collaborated remote with designers while based out of Amsterdam, NL

Currently

Senior User Experience Designer and Product Owner
at Pegasystems Inc., Amsterdam, The Netherlands



Travelled for projects + due diligence between Amsterdam, San Francisco, Rio, + Recife

two



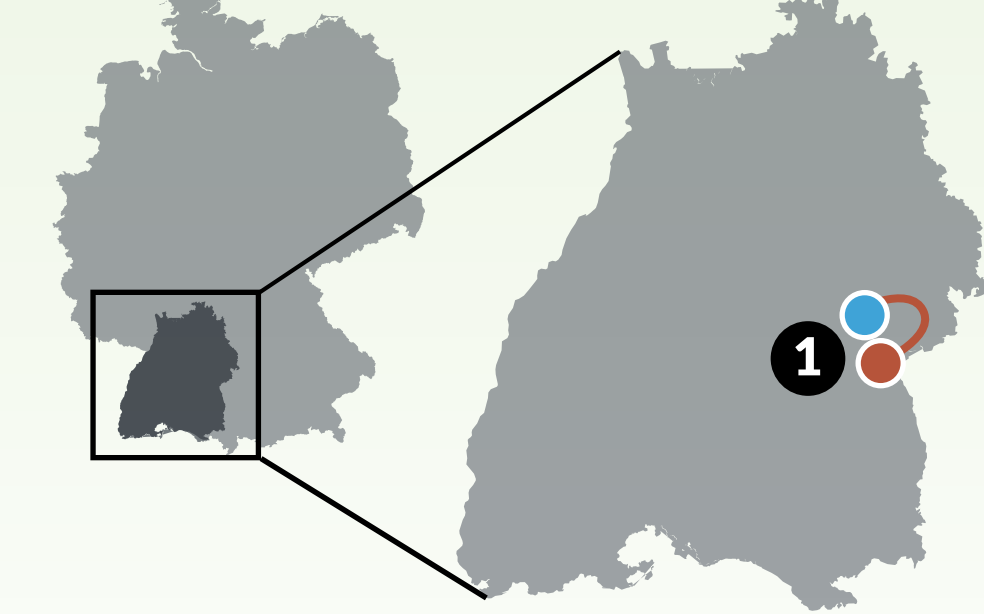
Video games I'm officially credited in
1. Terminator Salvation (Xbox 360, PS3, PC)
2. HoopWorld BasketBrawl (WiiWare)

People I managed:
one

- Branding
- Product Design + User Experience
- Corporate Design
- Design Management



Relocated from Ulm, Germany to Amsterdam, The Netherlands



Moved from Ulm, Germany to Schwäbisch Gmünd to study



- Design**
 - Digitally & Virtuality
 - Communication design & planning
- Additional courses**
 - Space/time/movement
 - Visualization
 - Two-dimensional design
 - Three-dimensional design
 - Basic typography
 - Photography
- Methods & Technologies**
 - Founding of a business
 - Presentation techniques
 - Perspective drawing
 - Introduction to computer systems
 - Descriptive & programming languages
 - HTML
 - Drawing and layout programs
 - Technology print
 - Photo technology

Sciences

- Design management
- Marketing
- Law
- Language/text/rhetoric
- Semiotics
- Social analysis
- Sociology of design
- Theory of communication
- Theory of perception
- History of design
- History of media

Abitur

Includes the functions of a school graduation certificate + a university entrance exam

Majors:

Chemistry & Threpsology
English

Minors:

Biology
Ethics

Realschulabschluss

Roughly comparable with high school diploma (US)

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Bettina Kast

Diplom-Designer (FH)

I make products more functional, atmospheric, experiential, + meaningful.

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