



Patrick Hummel

Discover the challenges of modern brands & identities with empathic design.

Mantra and 5 characteristics which describe me best:

I learned that design matters – because we are human and we often enter into problems. Design identifies and solves them. Therefore I create designs putting humans in the center.

My vision is to empower users with easy and productive solutions to get the best out of them and for this I need to work in an inspirational team. I love the details you can learn from observing users, merging harmony and beauty into innovative solutions. That's design.

Authentic Pixel-Perfect Lover Team player Open minded Empathic

Time for one Espresso? Short Introduction:

- ◆ Figma & Adobe CC
- ◆ Maze, Optimizely
- ◆ Design Thinking
- ◆ Soft Experience: 9 years
- ◆ HTML5, CSS3 (LESS, SASS), JavaScript
- ◆ Notebook & Pen
- ◆ Human-Centered Design
- ◆ Agile Design: Scrum & OKRs
- ◆ Professional Experience: 6 years

Education & Experience:

 Design Research / M.Sc. April 2017 – September 2017

 **Communication Design** / B.A. / Grade: **98/100** October 2013 – March 2017

 **Product Designer** / Frontify AG July 2020 – **today**

 Product Designer / aiaibot – swiss moonshot ag May 2019 – June 2020

Personal information:

 Rua Major Quedinho 224, São Paulo, Brazil

 Citizenship: German & Brazilian

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 13th July 1993

Patrick Hummel

Curriculum Vitae

Communication & Culture:

 **German**
Mother tongue

 **American English**
GER C1 level

 **Brazilian Portuguese**
GER C1 level

International experiences:

Brazil March 2021 – **today**

Switzerland September 2017 – March 2021

Skills & Software:

 **Figma**
Design

 **Design Sprint
Workshop Methods**

 **Adobe Creative Cloud**
Id, Ps, Lr, Ai, XD

 **Leadership Team
& People**

 **Script Languages**
HTML5, CSS3, JavaScript

 **Maze & Optimizely**
Prototyping & User research

Social Commitment:

 IxDA Chapter Co-Lead | IxDA Switzerland

 Student representative | University of Applied Sciences Europe

Recommendation:

 **Christoph Seitz** / Program and Operations Lead of Microsoft Berlin

„Working together with Patrick was a great experience at Microsoft Berlin.

He was responsible for the technical realization of events by Microsoft and our concept store The Digital Eatery as well for helping visitors in any technical inquiry regarding our products (Windows, Microsoft Office, Microsoft Cloud, Surface and HoloLens).

He demonstrated high motivation, reliability and a creative thinking for projects and tasks beyond his workspace. Patrick was always following our company's identity in representing it and integrating it in his tasks. I can highly recommend you working with him.“

