



CURRICULUM VITAE

Personal Details

Name Alexander Schnepf
Address Saarstr. 14
50677 Cologne, Germany
Mobile telephone +49/173/87 21 824
E-mail email@alexander-schnepf.com
Date of birth 30.04.1980

Summary

Alexander Schnepf is a freelance user experience advisor for top leading telecommunication and automotive companies. In his last role, he worked as Senior Information Architect for Sapient on various projects focussing on B2B and B2C web and mobile services. Before this, he worked as User Experience Architect and project manager for a telecommunication provider and has experience with managing small project teams. He was responsible for the delivery of wireframes & visual designs and worked with different departments (Marketing, Product and Program management, Development, and Legal) to achieve the client's goals. Before, he gained experiences in a research project where he created in-depth recommendations to optimize eSales websites and presented this to the corresponding VP and the departmental heads. In an automotive project he created screen and animation concepts for the multimedia device. He also worked as academic and taught design students in a RFID technology project.

He has a holistic view and a wide expertise on user experience which reflects in his diverse work experiences. His well developed analytical, conceptional and organizational skills enable him to deliver to tight deadlines. He designed wireframes, flowcharts and visual designs for small and medium size screens, and created management presentations. He is looking forward into projects that integrate web, mobile, home and automotive services. He likes to drive successful projects and to lead project teams. In 2008 he has been awarded with the EXIST Business Start-up Grant by the BMWi (the BMWi is the German Federal Ministry of Economics and Technology) for a project to optimize eSales and Sales of the retail industry with a mobile RFID solution.

Professional Experience

03/2011 – present Freelance Senior User Experience Consultant
Clients: Vaillant, Lufthansa, TUIfly, Audi

01/2010 – 02/2011 Senior Information Architect at Sapient GmbH
UEA of a new trader platform for tyres to enable the manufacturer to strengthen his profile in the market, measure sales, and help dealers to find the best offer. The platform offers all available tyres of the German market.

- Competitor research
- Creation of wireframes
- UX related project management

Pitch for a top 5 fashion Retailer. Task was to create a new mobile concept to get customers attention and to offer the whole product catalogue of 100.000+ articles.

- Research on eCommerce and mobile ecommerce from UX perspective
- Created personas, user stories, and wireframes



Lead IA for two telco B2B projects. One project focused on Machine-to-Machine (M2M), the other on business phone services for medium to big companies.

- Responsible for the design brief, user experience, and proposal preparation for next project phases
- Managed one Information Architect

Pitch for the re-design of the German homepage of a telco company. Focus was on creation of a new customer communication concept to help the customers to find the desired products and answers in a fast and efficient way, to achieve a higher customers' satisfaction and increase revenue for the company.

- Creation of personas, user flows, stories and wireframes
- Presentation to the head of department and VP

User Experience Manager for a telco company.

- Responsible for one service of the service proposition. This included ideation, strategy development, creation of wireframes and visual designs, user testing, and optimisation. He managed a team of one senior IA and visual designer.
Service launched in Italy.
- UE Lead for an internal guideline alignment project to optimise processes. He was responsible for initiation and realisation of the project. This included definition of objectives, scope and milestone planning, stakeholder and risk management. He supervised creation of guidelines and led team meetings & workshops.
- Additional he was a member of the IA alignment team for next software releases.
This included review and give recommendations of interaction paradigms and visual designs across all software clients in mobile portfolio to ensure high-class and consistent interfaces.
- Reported into client's Principal Manager.

01 / 2009 – 12 / 2009

Vodafone UE Manager – Preloaded Programme
(on behalf of iconmobile GmbH)

Responsible for design of UE specifications and mobile-content strategies for touch and non-touch devices. Analysis, concept development and optimisation of framework and guideline documents for mobile devices. Alignment with User Experience, Central Marketing, Terminal Product Management, Device Integration and Legal department. Responsible as single point of contact (SPOC) of UE for communication with Device Integration department.

02 / 2008 – 01 / 2009

EXIST Business Start-up Grant – awarded by the BMWi. Research into and development of a RFID service for mobile user appliances *(the BMWi is the German Federal Ministry of Economics and Technology)*

Synopsis: The project RFID Mobile Shopping focuses on generation of personalised customer data for the retail industry. This specific customer data is the basis to optimise retail and marketing strategies and therefore exceedingly interesting for the retail business.
During the shopping the system collects customer data which enables the retail shops to identify the customer needs in real time and further



help to identify what they are interested in but did not bought. These products can be advertised during shopping and later on.

11 / 2008 – 11 / 2008 Teacher at Köln Internation School of Design (KISD)
Within the two week project the students worked out several concepts which enables tracking of people and objects. During the project they investigated which surplus value can be developed for people's different situations of use and which importance have the data developed out of these services.
A detailed analysis built the ground for the final chosen concept. This has been developed to a working technology prototype supported by Assion Electronic GmbH.

05 / 2008 – 10 / 2008 Freelance user experience analyst and strategist for Deutsche Telekom Laboratories, Berlin
Analyse existing international online services and make detailed recommendations. Present results to departmental heads in the countries concerned.

11 / 2007 – 05 / 2008 Freelance HMI designer for the Ford Motor Company, Cologne
Design interaction and screen concepts, interaction patterns, animation patterns, task analyses, flowcharts & final graphics for implementation. Create upper market segment solutions for the Multimedia Device. Work on the successor to the red dot award-winning FordConvers+ HMI system.

11 / 2007 – 11 / 2007 Freelance user experience designer for Deutsche Telekom Laboratories Generation 50+ project. Production of flash prototypes for user tests.

09 / 2007 – 10 / 2007 Freelance user experience designer with the argonauten G2 agency
Analyse, optimise and improve web sites for eventim.de, odol.de and pedigree.de applying wireframes, functional drafts, cognitive walk-throughs, mind maps and other tools for ideation and design.

Education

09 / 2002 – 06 / 2007 Diplom in Design at the KISD, specialising in human-machine interaction, grade 1.5
(a Diplom is comparable with an MA, KISD is the Köln International School of Design, a grade of 1.5 is comparable with 1st class Honours)

04 / 2004 Vordiplom in Design at the KISD
(a Vordiplom is comparable with a BA)

10 / 2000 – 07 / 2001 10 Months Community Service at the Alfried Krupp Krankenhaus, Essen, Germany
Geriatric and hospital care

06 / 2000 Abitur at the Helmholtz-Gymnasium in Essen, Germany
Main subjects: art and physics
(Abitur is the general qualification for university entrance, a Gymnasium is a grammar school)



Languages

German native speaker
English fluent
French beginner

Abilities

Well-developed analytical, conceptual and organisational skills

“Delivery Negotiations” training with Sapient

“Managing Expectations for Performance” training with Sapient

“Leadership in Work Groups and Teams”, grade 1.3, 2008
(Centre for Extracurricular Qualifications – Cologne University of Applied Sciences – a grade of 1.3 is very good / excellent)
“Rhetorical Practice – Debating and Performing”, 2006 (Centre for Extracurricular Qualifications – Cologne University of Applied Sciences)

Excellent knowledge of Adobe Creative Suite (Photoshop, Illustrator), OmniGraffle, MS Office, Visio, PC and Apple experience

Good knowledge of Flash, After Effects, Premiere Pro and Freehand

Basic knowledge of Axure, Dreamweaver, Combustion, Maya, 3DS Max, Cinema 4D, C, and C++

German driving licenses B1

Distinctions

- 07 / 2008 Nominated for poster presentation, Design Research Network
“The Perception of Imagery and the Use of Qualitative and Quantitative Photo-graphy in Design Research and Development”
- 01 / 2008 EXIST Business Start-up Grant – awarded by the BMWi. Research into and development of a RFID service for mobile user appliances
(the BMWi is the German Federal Ministry of Economics and Technology)
- 06 / 2007 Nomination for the Adbusters competition
- 04 / 2004 Third Prize for a communication and usage concept
Competition organised by the FHTW Berlin - University of Applied Sciences

Interests

Reading, photography, travel and watching people interacting with machines