



# Kenny Löffler

Graphic & UX Designer

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## EXPERIENCE

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### Portfolio website/Personal brand development

10/2024 - 04/2025

[www.kennyloeffler.com](http://www.kennyloeffler.com) ↗

Designed and developed a personal portfolio showcasing UX/UI projects with a focus on user research, prototyping, and visual clarity. Features structured case studies, interactive design, and responsive layouts reflecting a strong digital and creative identity.

- Created a personal portfolio website to showcase UX/UI projects and design process
- Designed structured case studies including user research, wireframes, and prototypes
- Focused on responsive design, accessibility, and clean interaction flows

### Game Design/UI/Team Lead

10/2023 - 05/2024

"The Coffee Dude"

project goal: Development of a P2W mobile game in a Unity-based game client to launch a new product range

- Deployment and coordination of a team of designers, two developers, one artist and two marketing specialists to lead a mobile game from vision to market launch.
- Marketing strategy, guidance and advice to the investor.
- Gathered and analysed the player feedback on a Game Jam in Berlin, to improve the game's UI/UX elements and usability.
- Implemented UI screens for various unity scenes
- Conceptualize a strategy for the game release with a new coffee shop.

### Working student/Internship UI/UX

11/2019 - 04/2022

Gestalt Robotics GmbH ↗

project goal: System for automatic fault detection on trains using a camerator.

- Create and test wireframes, prototypes, integrate user flows and interfaces for Image AI software
- Identified the workers behaviour, to ensure a visual consistency and user-friendly UI elements, for example large fonts and high contrast for a workshops environment.
- Implementation of UI animation and transitions to enhance the User-Experience and communicate through micro-interactions
- UX-documentation of the design system for scalability of the components
- Communicate the design ideas to customers and partners

### Working student digitalisation

09/2019 - 09/2020

Studien- und Prüfungsservice FH Potsdam ↗

project goal: Redesign of documents for barrier-free operation based on accessibility standards.

- Document and workflow development to help visually impaired users complete a document.
- Investigation, modernisation and digitalisation of outdated application processes using Lean UX methods to optimise staff time.
- Collecting, analysing and forecasting user surveys in the area of inclusion and demographics at the university.
- Managing and documenting student data.

### Working student media generalist/webdesign

09/2018 - 09/2019

Verein Oberlinhaus ↗

project goal: Modernisation of the website/internal systems for IT

- Support the design and redesign of the 160 subpages and backend of the main website.
- Conceptualise a design-framework for UI-assets and icons in Sketch.

- Management of municipal data of hospitals and care facilities in coordination with the strategic management

## Trainee graphic design

10/2017 - 07/2018

Caesar & Gustav UG ↗

- Implementation of many digitalisation projects for clients in the healthcare sector and in the field of cryptocurrencies.
- Design of corporate identities, mainly for pharmacies.
- Specialist for website design in a team, coordination by an art director.
- Extension of the GDPR guidelines on customer websites through plug-ins in cooperation with 3 programmers.
- Definition and maintenance of the agency's established design systems

## EDUCATION

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### Interface Design

09/2018 - 04/2023

University of Applied Sciences Potsdam - Bachelor of Arts

Specialisations: UX design, prototyping, animation, design thinking, communication, service design

Bachelor's thesis: 'The mixed reality inventory'

Overall grade: 1.8

### Communication design

09/2014 - 08/2017

Academy for Communication - state-qualified graphic designer

Communication, graphic design, marketing, typography, advertising, illustration

Overall average: 2.3

## SKILLS

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Creativity	C#
Design	Design Systems
UI/UX	Unity Engine
Figma	Unreal Engine
Sketch	Asprite
Adobe CC	Particle Systems
Interactive Prototyping	Notion
Wireframing	Git
HTML, CSS3	

## LANGUAGES

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German	HTML/CSS
English	Java Script
Spanish	C#