

**Wladimir Kulmann, Senior UX Designer, B.Sc. in Psychology**+49 (0) 170 1819192 / [info@wladi.org](mailto:info@wladi.org) / Hamburg, Germany (DE)Portfolio - [wladimirkulmann.com](https://www.wladimirkulmann.com)[linkedin.com/in/wladimirkulmann](https://www.linkedin.com/in/wladimirkulmann)

High performing Senior UX Designer with a passion for digital design and product development. 8 years of experience realizing digital products through mockups, frontend work and graphic design. Passionate and confident to collaborate with cross-functional teams to solve complex, high-stakes problems. Committed to continuous improvement and contributing to team success.

**Key Skills****UX / UI Design**

Concepts / Mockups / Prototypes  
Design Systems / Component Libraries  
Wordpress / Shopify / Portfolio Pages  
HTML / CSS / JavaScript / React  
Responsive Screen Design

**Production**

Copywriting / Content Creation  
Iconography (Logo Design) / Typography  
Photo & Video Editing / Music Production  
Sound Design / Keyframe Animation  
Vector Graphics / Product Design

**Art Direction / Branding**

Corporate Identity (CI) Design / Branding  
Brand Guidelines / Brand Strategy  
Buyer Personas / Pitch Decks  
Mood Boards / Color Palettes  
Director's Interpretations

**Psychology**

Metrics / Survey Design / Data Analysis  
Consulting / Facilitation / Mediation  
Fundraising / Scientific Writing

**Yoga / Coaching**

RYT200 Yoga Alliance Teacher Certificate  
Breath Work (Pranayama) / Meditation  
Ashtanga Yoga / Kriya Yoga / Yoga Nidra

**Web3 / Blockchain**

Smart Contracts / Solidity (Beginner)  
NFTs / Generative Art / Node.js

**Software (Tools)**

Figma (Sketch, XD) / Illustrator (Affinity) / InDesign / Animate (Keyshape, Hype) / Photoshop / VS Code / GitHub (GitLab)  
WordPress (Gutenberg) / Elementor / Shopify / Ableton / Jira (Trello) / Slack

**Professional (Experience)****Senior UX / UI Designer**, Camelot Management Consultants AG, Hamburg — 11.2021 - present*Hired by the Associate Partner to lead the design process in an agile software development team*

- Spearheading the UX design process of [PulseShift](#) by maintaining and advancing a design system in Figma
- Collaborating with product owner and head of marketing on campaigns and content to increase brand awareness
- Developed a (new) brand identity for PulseShift including logo redesign, various brand assets and landing page
- Completed 50+ user stories in 2022 to cater in-demand features such as (1) customizable dashboards, (2) better PPTX export capabilities, (3) white label functions, (4) improved frontend & backend UI and many more

**Freelance Web Designer**, Berlin and Hamburg — 03.2019 - 10.2021*Designed and developed mental health web apps from start to finish for Charité Berlin and UKE Hamburg*

- Utilized WordPress, HTML, CSS and JavaScript to build the free mobile web app [smart-moms.de](#) that helped more than 1000 mothers to self-test for postpartum depression (the [Innovationsausschuss](#) granted this project 1.2 million € for further development in 2023 through the Charité Berlin, the UKE Hamburg and me)
- Conceived and produced inclusive (stigma-free) illustrations and media content (audio files and an animated voiced short film) to ensure [smart-moms.de](#) can reach vulnerable demographics (e.g. illiterate people)
- Developed [chronisch-krank-kinder.de](#) to guide social workers in their work with chronically ill children

**Customer Service Agent**, JUNIQUE (Kollwitz Internet GmbH), Berlin — 11.2018 - 03.2019*Extracted valuable insights on how to run a print-on-demand (drop shipping) business*

- Utilized Magento to manage 100+ (hundreds of) customer returns and reimbursements

**Research Assistant**, Universitätsklinikum (uni hospital) Eppendorf (UKE), Hamburg — 07.2016 - 09.2018*Conducted literature research and aided fundraising for 3 projects that evaluated health prevention measures***Art Director**, Tony Petersen Film GmbH, Hamburg — 03.2013 - 12.2015*Collaborated with world-renowned directors on director's interpretations of TV commercials for brands such as*

- Audi, Eurowings, IKEA, Kaufland, McDonald's, Mercedes, Neff, TUI, VW and many more
- Delivered an outstanding thus winning pitch deck (with Thomas Garber) for the VW Golf GTE was a highlight

**Academic** (Education)

**Master of Science** (M.Sc.), **Clinical and Psychosocial Epidemiology**, Rijksuniversiteit Groningen (RUG), NL  
Research program with focus on clinical data analysis (discontinued)

**Bachelor of Science** (B.Sc.), **Psychology**, Universität Hamburg (UHH), DE  
Researched and specialized in (1) educational psychology and (2) work and organizational psychology  
Authored a thesis titled *"Ease of Recall Affects Attitudes Towards Fairness and Moral Behavior"*

**Entrepreneurship**

**NFT project** "[MetaMeShop](#)", Berlin, DE — 11.2021 - present

*Co-founded and developed a web3 startup focusing on selling modular utility NFTs on the Ethereum blockchain*

- Customized a generative art engine (from GitHub) with Node.js, utilized OpenZeppelin to write a smart contract in Solidity for blockchain based art collectibles, designed the CI and developed the landing page in HTML and CSS

**Online shop** "[Printoyou](#)", wearable art and design products, Hamburg, DE — 2018 - present (launching end Q1 2023)

*Created an online store around "the idea of abundance" for (the niche target group) of design and psychology interested*

- Designed empowering (vector) graphics for embroidery on organic cotton and print on home decor items
- Developed a storefront on Shopify to offer white label services for curated artists and projects

**Record label** "[Woodwork](#)", Discography - [Discogs](#), Hamburg, DE — 2014 - 2016 (paused)

*Founded an independent vinyl record label for house and techno music that sold to 30+ countries*

**Event agency** "[MAEDCHENDISKOTHEK](#)", Hamburg, DE — 2010 - 2013 (sold)

*Organized one of the biggest niche music and dance events in Hamburg to this day with multiple 100k € in revenue*

**Certifications** (Training)

**Scrum Master**, [TÜV Certificate](#) for "servant leaders in agile software development"

*Applying and cultivating agile principles, frameworks and methods in my daily work as a design lead*

**Ashtanga Yoga Teacher**, International Yoga Alliance Teacher Certificate (RYT200) via [Inspira Yoga](#)

*Integrating mindfulness practices in complex and dynamic work environments to ground people and boost business*

**Languages**

German	Native
English	C1 Advanced (formerly CAE)
Latin	Intermediate Certificate
Russian	First Language (fluent in words)
French	Started Learning