Victoria Schmidt



Product designer in Berlin with a strong focus on UI and almost ten years of experience in branding and web design. I combine an eye for clear visual systems with a user-centered, research-driven design process. Most recently, I took the app Dabei! solo from research to a tested prototype.

Portfolio: vhc-studio.com hello@vhc-studio.com LinkedIn

Work experience

Freelance Designer 10.2025 – present

- Brand, UX and websites for freelancers and small businesses, for example the workshop space »Open Rooms« (case study)
- Creative coding for generative, interactive and animated design

Brand & Web Designer 4S Design, design agency 10.2019 – 09.2025

- Conceived and designed **9 websites** in Figma, from information architecture to screen design
- Built **2 of them** myself in WordPress
- Client coordination, handover to development and quality assurance
- Brand identities, campaigns, packaging, editorial and motion design

Selected projects:

- **Bundesregister Nachhaltigkeit:** Platform with separate entry points for clients and experts
- **mendi.net:** Brand and website for a network of education mentors, from sitemap to UI
- **R!SE:** Website for the IG Metall Jugend festival, conceived, designed and built myself in WordPress

Graphic Designer, Web & Print Curated Shopping (merged with OUTFITTERY in 2019) 06.2017 – 09.2019

- Wireframes and screen designs for websites and mobile apps
- Design and evolution of the digital brand presence of several fashion brands
- Campaigns and promotional materials: newsletters, banners, social media creatives

Education & training

Product Design Certificate Digitale Leute Bootcamp 06.2026 – 10.2026

- **Final project:** Dabei!, an app for getting started in volunteering: research, concept, UI and a usability test with four people (case study in the portfolio)

Creative Coding Workshop intl.international (Nahuel Gerth), »body as an interface« 04.2024

Web Design Course Bildungsakademie cimdata (HTML5, CSS, JavaScript, jQuery) 08.2016 – 12.2016

B.A. Visual Communication Berlin University of the Arts (UdK), class of Fons Hickmann 10.2011 – 03.2016

Skills

Methods	User research, usability testing, information architecture, user flows, prototyping, interaction design, design systems
Focus areas	Product design, UX/UI design, mobile app design, web design, brand identity, motion design
Design tools	Figma, Adobe InDesign, Photoshop, Illustrator, After Effects, Cavalry
AI tools	Claude, Claude Code, ChatGPT, Perplexity, NotebookLM, Figma Make, Lovable
Web & code	HTML, CSS; basics of JavaScript, Processing and p5.js
Languages	German (native), English (fluent, C1)