

## ACADEMIC EXPERIENCES

Jan. 2017

Founder Coaching, EWU Unternehmensberatung, Dresden

Oct. 2016

Retail Academy, Premium Brand Lacoste Retail GmbH, Dresden

Sep. 2013 - Sep. 2015

Visual Communication and Iconic Research (MA), University of Design and Art (HGK, FHNW), Basel  
research and theory, practice in designing visual messages for analogue and digital communication environments

Apr. 2013 - Jun. 2013

Language School, British Study Centres, London

Sep. 2009 - Feb. 2013

Fashion- and Design Management (BA), University of Fashion and Design (AMD), Berlin  
visual communication, fashion- and design history, visual merchandising, intercultural management, textile technology, quality management, trade management, merchandising

Sep. 2006 - Jan. 2009

Advertising Engineer, Sativum Werbe Design, Dresden  
graphic design, print, foil coating, editing wood/ acryl/ pvc, gold plating

## WORKING EXPERIENCES

Apr. 2017 - Present

Founder and Visual Communication Designer, STUDIO FF, Dresden

Mar. 2016 -Nov. 2016

Sales Consultants, Visual Merchandising, Premium Brand Lacoste Retail GmbH, Dresden

Dec. 2014 - Dec. 2015

Sales Consultant, Manor AG, Liestal (CH)

Jan. 2015

Exhibition „Love to Hate - Para\_Site“, Museums Night, Basel (CH)

Oct. 2013 - Nov. 2014

Sales Consultants, Multibrand Store Bestseller, Vero Moda Basel (CH)

Jan. 2014 - Jul. 2016

Head of Design, Jewelry Brand „WOMAN.MADE“, Berlin

Jan. 2012 - Jan. 2013

Sales Consultants, Visual Merchandising, Luxury Brand Kaviar Gauche Vintage Store, Berlin

Oct. 2011 - Dec. 2011

Internship Head Office, Luxury Brand Kaviar Gauche, Berlin

Jan. 2011 - Mar. 2011

Internship Sales and Marketing, Premium Brand Sylvia Heise, Berlin

Oct. 2009 - Dec. 2010

Customer Advisor, Market Research Institute LDB Löffler GmbH, Berlin

Feb. 2009 - Jul. 2009

Advertising Engineer, Sativum Werbe Design, Dresden