

# Björn Lauenstein

Graduate Designer (University of Applied Sciences)

I am a multidisciplinary designer with over 19 years of experience in creating innovative digital products for international clients.

With a strong eye for detail and a keen sense for inspiring experiences, I am passionate about guiding ideas creatively from concept to launch.
I place great value on high-quality work and am always seeking new challenges and opportunities to further develop myself as a designer.


## Contact

Björn Lauenstein
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Germany
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## Technical Skills

Art Direction
Creative Consulting
UI/UX Design
Interaction Design
Print and Graphic Design
Branding and Identity
App- and Webdesign

## Soft Skills

Empathy
Teamwork
Communication
Adaptability
Problem Solving

## Tools

Figma
Sketch
Adobe Creative Suite
Microsoft Office Tools
Jira/Confluence/Devstack
Artificial Intelligence

## Languages

German (native)
English (fluent/business proficient)

## Education

2002 - 2007 **Diploma in Mediandesign (German University degree)**
Ostfalia - University of Applied Sciences, Salzgitter

2000 - 2002 **Studies in Media Informatics (No degree)**
Ostfalia - University of Applied Sciences, Wolfenbüttel

1994 - 1997 **Apprenticeship in Wholesale and Int. Trade Specialist**
Eisenvater KG - Schwülper

## Experience

2011 - 2026 **User Interface & User Experience Designer**
ergon.design/msg for automotive GmbH - Braunschweig
Various creative processes for digital products in the field of vehicle HMI within international teams.

2009 - 2010 **Freelance Interaction Designer**
various regional clients and agencies - Braunschweig
Creative consulting, graphic design, web design, as well as app design and prototype development across various industries.

2009 - 2009 **Art Director**
Flipside Studio - Mallorca/Spain
Led the creative team for island-wide advertising initiatives and expanded the marketing department.

2007 - 2009 **Creative Director/Animation Developer**
Sabaro Business Group - Mallorca/Spain
Development, management, and ongoing optimization of virtual panoramic tours for national real estate projects.

2004 - 2007 **Freelance Video Editor**
SpotUp Medien Advertising - Braunschweig
Production, editing, and publication of promotional videos for local and regional clients.