

My name is Simon Gwinner, I am a critical & curious designer with 3+ years of working experience at the intersection of design, strategy, and research.

I intend to always design for and with culture & craft beautiful but also meaningful products, services & experiences that have an impact on people. I have a desire to learn new tools & methods, dive into (unknown) territories & am always curious to listen to other peoples ideas & opinions.

What I do

- Craft meaningful (digital) products & services that have an impact on people
- Conduct qualitative and quantitative user research
- Facilitate usability testing & user feedback sessions
- Define and create brand strategies
- Design for mobile (iOS & Android), desktop & other interfaces
- Build Information Architectures, user flows, and design systems
- Code (physical) prototypes & experiences with Processing, Arduino & js
- Define micro-interactions and motion in design
- Communicate touch-points on design experiences to stakeholders and collaborators

How I do it

- Knowledge of user-centric design principles, Interaction Design, Service Design & Speculative Design
- Iterate continuously through prototypes (from rapid to high-fidelity)
- Define scope & solve problems systematically and methodically
- Facilitate co-workshops to better understand the business requirements, stakeholder goals, and user needs
- Collaborate with (other) designers, technologists, stakeholders & end-users
- Adapt workflow based on expectations with tools like Sketch, ProtoPie, Abstract as well as other (mandatory) design tools
- Drive for intuitive and useful experiences
- Explore through speculative & critical concept ideation

When not working on client projects, I further explore some of my personal ideas & concepts surrounding human behaviors, social & technological structures, cultural dynamics, & potential futures. Culturally, I'm in love with music and write about better contemporary pop music on my music blog.

I (also) consider myself a dedicated dreamer. I dream every day, every second. Some dreams influence my ideas, speculative stories & prototypes, some dreams I try to put into a visual context that (hopefully) inspires & some (other) dreams I keep for myself (on purpose).

PS: My most recent dream was about the future & us. It involved a (magic) island, Iggy Pop & crocodiles...

I was born *1991 as a franco-suisse child of the sun, growing up close to the mountains in Switzerland & becoming what I am today, while I lived in Germany, Hong Kong and online in the internet.

My working experience

2018 — now

UX/UI Designer

Designit in Munich, Germany

I joined Designit (again) as a UX/UI Designer. Working on projects in the mobility, telco & finance sector.

Besides client work, I represent Designit Germany in a monthly meeting to interchange the local culture between all offices worldwide. I also organized several knowledge-sharing sessions, and initiated internal projects around the future of money & trusting invisibility.

Selected clients

BMW, MINI, Mobily, Huawei

Responsibilities

My engagement includes industry, trend & user research, create information architectures, wireframes, user flows, and building user interface mockups as well as high fidelity prototypes, provide implementation ready deliverables, user interface specifications, and design systems, conduct usability testing and facilitate stakeholder workshops

2013 — 2018

Design Consultant

Freelance in Switzerland as well as remotely

During my studies as well as just after my studies, I worked as a freelancer for several clients and also initiated and worked on several personal projects & ideas.

Selected clients

LtnUp, Orange Peel Agency, 110

Responsibilities

My engagement included industry & trend research, branding, ux & visual design, cinematography, post-production, motion design, front-end development

2016

Interaction Design Internship at
Designit in Munich, Germany

2010 — 2011

Management Assistant Internship at
Ulmann+Partner AG in Lucerne, Switzerland

My educational path

2013 — 2017

Bachelor's degree in Interaction Design
Zurich University of the Arts in Switzerland

During my Bachelor's degree, I gained skills and knowledge to research and design interactive experiences in the context of aesthetic, technological, and social fields. I also developed fundamental digital skills and critically considered a range of topics concerning the impact of design & technology as well as the professional role of designers.

2014 — now

Co-founder Orange Peel

Orange Peel is a renowned swiss music blog focussing on all kinds of better contemporary pop music.

2017 — now

Co-founder INT RA

INT RA is a multidisciplinary art collective, I co-founded together with Nora Gailer and Lorena Strohner. Till now, we created two interactive installations, that we exhibited at Jungkunst 15, in Winterthur, Unpainted Digital Art Fair in Munich & at Zauberwald in Lenzerheide.

2015 — 2016

Exchange studies in Creative Media at
School of Creative Media (CityU) in Hong Kong

I also studied Creative Media (for a bit) at the School of Creative Media in Hongkong. But to be honest, I was more interested in this hybrid, fast-paced space and the cultural diversity of this place as well as the people living there.

2017 — now

Radio broadcaster at GDS.FM

Every second month I'm connecting the dots between all kinds of genres and music styles on Zurich based internet radio station GDS.FM.

2012 — 2013

Preparatory course at
Zurich University of the Arts in Switzerland

2007 — 2010

Economic middle school at
Wirtschaftsmittelschule in Lucerne, Switzerland

(Relevant) Side gigs