

This is Simon Gwinner's portfolio.
You are welcome.

My online garden → simongwinner.com

or say → hello@simongwinner.com

**Somewhere there might be a
clear sky (perhaps near Berlin)
but for now, we stay inside.**

I am a Designer with 5+ years of working experience at the intersection of design, strategy, and research.

My name is Simon Gwinner. I was born in 1991 as a franco-suisse child of the sun growing up close to the mountains in Switzerland & becoming what I am today while living in Germany, Hong Kong, and in different communities on the internet.

When not working on client projects, I further explore some of my own ideas & concepts about social & technological structures, cultural dynamics, potential futures, and contemporary pop music.

My working experience

Senior UX/UI Designer at Infarm

From Jan. 2021 to Present · Berlin, Germany

Designing (digital) experiences and internal tools for Infarm and exploring the many possibilities that vertical and on-demand farming services can bring to urban communities.

UX/UI Designer at Designit

From Feb. 2018 to Dec. 2020 · Munich & Berlin, Germany

Designing experiences together with a pool of enthusiastic & smart people at the global design consultancy Designit. Interested in a human-shaped world we spent our time crafting great (digital) products & services while helping big corporations to be braver and actually make a change.

Design Consultant as a Freelancer

From Jan. 2017 to Jan. 2018 · Zurich, Switzerland

Consulting early-stage startups from a strategic design perspective, creating vision decks as well as delivering implementation-ready designs for landing pages & mobile apps.

Interaction Design Internship at Designit

From Feb. 2016 to Sept. 2016 · Munich, Germany

Designing hands-on on a variety of client projects for the mobility, finance, and consumer electronics market while continuously learning.

My educational path

Bachelor's degree in Interaction Design

From 2013 to 2017 · Zurich University of the Arts in Switzerland

Exchange studies in Creative Media

In 2015 · School of Creative Media (CityU) in Hong Kong

Preparatory design & art course

From 2012 to 2013 · Zurich University of the Arts in Switzerland

Some side projects

Radio host on GDS.FM

From 2017 to Present

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

Co-founder & editor on Orange Peel Musikblog

From 2014 to Present

Orange Peel is a renowned swiss music blog focussing on all kinds of better contemporary pop music. I co-founded the blog with a bunch of music enthusiasts and still regularly write and curate better pop music for a growing audience. I also designed and implemented the whole website.

Co-founder & multimedia artist at INT RA

From 2017 to 2019

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

Some of the things that I like to do & the reason why I think they are important.

I intend to always design for and with culture to 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, and I am always curious to listen to other people's ideas & opinions.

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

Facilitate usability testing & user feedback sessions to continuously iterate and test concepts and ideas.

Build information architectures, user flows, frameworks and design systems to design systematically for scale and consistency.

Craft prototypes from low-fidelity to high-fidelity to make ideas tangible before they get built.

Define and create brand strategies to make people fall in love with the products.

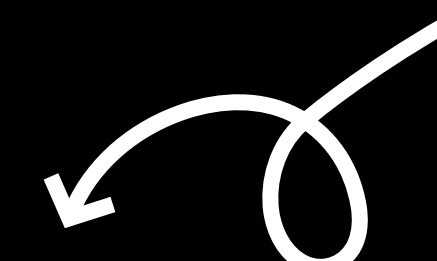
Design across multiple platforms to drive intuitive and meaningful omnichannel experiences.

Create speculative & critical design concepts to explore the uncertainty of the future and make people understand what could potentially be.

Collaborate with cross-functional product & development teams to better understand constraints and requirements and solve problems collaboratively.

Define micro-interactions and motion in design to add a sparkle of emotion & promote interaction models.

Psst... On the following slides you will get a glimpse into some projects I've been involved in. Some of them are (more or less) confidential. Handle with care. I trust you.



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



**If you are curious how this dream continues,
feel free to contact me.**

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