

Leif-Alexander Wasmuth

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austria

I am an expert in WordPress websites, WooCommerce shops, and user experience design with a strong focus on customer-centric solutions. I also provide strategic consulting for digital ideas and products.

At leifswork.at, I operate in a remote-first setup (approx. 88% remote work).

With a career in digital media since 1996, I combine deep experience with a strong understanding of creative strategy, the ability to translate ideas into effective digital concepts, and the knowledge to implement them to the highest standard in today's technological environment.

I thrive in work environments that value creative inspiration, paired with a pragmatic and professional mindset to achieve meaningful results.

countries i worked in: germany, uk, us, austria, switzerland, belgium, india

agencies i worked for: indgroup, sapient nitro, mindfacts, zoom, mediaman, gugler, ogilvyone, netural, men on the moon, whoisthebrainbehind, ecx.io, helpinghand-net, touch ddb uk, r/ga, duke interactive, altogether, joshua g2, iris London, xmlondon, euro rscg klp, euro rscg Luxe, rmg connect, jwt, agency.com, poke, unit9, dare, serviceplan, plan-net, die argonauten...

sample clients: adac, atomic, bbc, bmw group, bnp paribas fortis, boehringer ingelheim, deutsche bank, dulux, grazer wechselseitige, grüner punkt deutschland, haier, hsbc, kreativwirtschaft, l'oréal, mazda, mercedes benz, mc donalds, nissan, nokia, o2, orange, reliance infocomm ltd, red bull, siemens, siemens healthineers, star alliance, svarowski, swisscom, tesco, tourism ireland, ubs, upc, vodafone, whiskas, zain... professionalism since 1996

Experience

LEIF ... the sunny side of design

wordpress und ux designer + online shops mit woocommerce + print design

January 1996 - Present (24 years 10 months [Austria](#), [worldwide](#))

i am a wordpress & woocommerce expert, ux / ui designer, print designer, interaction designer, art director and beer lover.

Last projects

Consors Bank Nürnberg

UX, Visual Design - half dem Team mit coolen Ideen und brachte frischen Wind in die verstaubte Bankenwelt.

Der Grüne Punkt Deutschland

UX & UI, Visual Design, Consulting

mit Witz und Charme führte ich Meetings und zeigte schnell einen funktionierenden Prototypen her.

Gasteiner Mineralwasser Austria

Website und Visual Design, zoom Fuschl

Einfach und ohne Schnick-Schnack zur neuen Webseite.

Bllota Riad Saudi-Arabien

UX, Website und Lottie Animations

Half dem Team da unten bei Wordpress und Lottie Animationen um einen funktionierenden Prototypen zu erhalten.

Kreativwirtschaft Wien

www.kreativwirtschaft.at

UX, Visual Design und Consulting

Überzeugte bei einem Workshop in Wien und bekam so den Auftrag, die Website der Kreativwirtschaft Komplet neu auszurichten. Mit frischem Wind und neuem implementieren Newsletter, geht alles nun viel schneller von der Hand.

dieAngewandte Wien

<https://transform-symposium.uni-ak.ac.at>

Website & Lottie Animationen

Durch einen Freund, durch einen Freund zauberte ich schnell einen ansehnliche Website für das Symposium.

Weitere Projekte, die durch meine Leichtigkeit und Professionalität beflügelt wurden.

Raiffeisen Landesbank Linz

UX für App Design für internen Gebrauch

JKU Linz

UX & Visual Design für Website und Mockups

EBNER Industrieofenbau Austria

UX & UI, Visual Design

Young Austria

UX and Visual Design, Concept und Beratung

Spirit Link Erlangen

Creative Partner & UX Designer 2015 - 2019

Siemens Healthineers, Boehringer Ingelheim

zoom productions gmbh Fuschl

Freelance Creative Director, UX Designer, Visual Designer November 2016 - Present

Gasteiner Mineralwasser,

UX and Visual Design for Red Bull xAlps, Red Bull Illume and for Yodobashi Camera Tokyo

mediaman Mainz

Creative Partner & UX Designer

pitch for fissler, ux design, visual design, interaction design

BNP Paribas Fortis Brussels

Senior Creative & UX Designer | BNP Paribas Fortis in Brussels 2013

visual design for the online banking website, working close together with the developing guys from india for BNP Paribas Fortis.

OgilvyOne Freelance

Art Director & UX Designer

February 2012 - April 2012 (3 months)

Düsseldorf Area, Germany

made some layouts for toom & unity media

Sapient Nitro Zurich

Art Director & Senior UX Designer

2010 - 2011 (1 year)

i loved it – worked for swisscom for the new tv app

DDB Touch

Art Director

2008 London, United Kingdom

concept and design for interactive projects, video editing for some banner ads.

R/GA London

Freelance Art Director

2007-2008 London, United Kingdom

nike, Danone, Nokia n•gage, nokia

XM London, Joshua G2, Duke Interactive (Mc Donalds), Poke London, Iris, London, RMG

Connect (HSBC, Orange, Vodafone, Mercedes Benz, TourismIreland)

2005-2007

die argonauten Munich

Art Director

1996 - 2004 Munich

BMW, BMW Group, Commerzbank, Bertelsmann: der Club