

Education

Zurich University of the Arts

Summer School – UX-Design
August 2019 – Sep. 2019

Victoria Univ. of Wellington

Doctor of Philosophy | Media Studies
Jan. 2014 – Dec. 2017

Uppsala University

MSc Media & Communication
Sept. 2009 – April 2012

Stuttgart Media University

B.A Media & Communication
Oct. 2005 – March 2009

Experience

Lecturer | Konstanz University of Applied Sciences

March 2022 – Now

Together with a colleague I teach a course on user-centered design methods for computer scientists to help them create compelling concepts for digital products.

Senior UX Designer | Formigas GmbH

November 2019 – Now

I collaboratively create user-centric concepts, visions and strategies for web and mobile applications. I create flows, mockups and prototypes, conduct user research, run design thinking as well as product strategy workshops and collaborate closely with product strategists, developers and stakeholders.

Marketing Coordinator | University of Konstanz

November 2018 – Oktober 2019

I was part of a team that coordinated and conceptualized the redesign of two websites for prospective and existing students. My responsibilities included planning and requirements gathering, concept ideation and content strategy.

UX Design & Research | Freelance

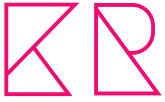
January 2016 – Now

I conduct user research and develop user-centric concepts, visions and strategies for web and mobile applications. I run design-thinking as well as product strategy workshops in corporate and start-up environments.

Skills

Product Strategy, Information Architecture, User Flows, Journey Mapping, Personas, Wireframing, Affinity Mapping, Storyboarding, Concept Sketching, Prototyping

Field Studies, Diary Studies, Focus Groups, Content & Competitive Analysis, Mental Mapping, Photo Elicitation, Heuristic Evaluation, User Interviews, Task Analysis, Card Sorting, Usability Testing



Kathrin Rochow

UX-Design & Research

Assistant Lecturer | Victoria University of Wellington

February 2013 – July 2017

As doctoral candidate and scholarship recipient at the department of Media Studies I studied the dynamics of social interactions of creative subcultures in Copenhagen and Wellington. I also taught courses in Media Studies, organized and attended conferences and exhibited and presented my work in Wellington, Copenhagen and Montréal.

Public Relations Coordinator | Fraunhofer IPA

April 2012 – January 2013

I managed and organized the specialized fair “Anwenderforum Rapid Product Development” which focused on the latest trends in software and hardware development as well as research and results in the field. My responsibilities included digital & email marketing, press releases, website, social media, publications, and collateral materials, among other things.

Junior Media Analyst | Cision Germany GmbH

April 2008 – Dezember 2009

I conducted quantitative and qualitative research of media performance, market and industry trends. I produced progress reports and presentations and communicated findings and recommendations to key stakeholders.

Tools

Figma, Sketch, Adobe Creative Suite (Photoshop, InDesign, Illustrator), Adobe XD, Protopie, Zeplin, Invision, Miro, Dovetail, UserZoom, Notion, Jira, Confluence, Slack, MS Teams, Google Workspace, OneDrive, Google Analytics