

Thomas Bernd

Product Owner | UX Research & Design



Hello

Thank you for downloading my CV.

I hope you will find the information you are looking for.

In case of questions or if you need more or other information, please feel free to contact me at any time.

Best regards,



Thomas Bernd

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Product Owner | UX Research & Design



Work

- Since 1999** ● **Product Owner | UX - Research & Design**
proyect.com, Schlangenbad
- Product Owner Digital Products, Project Management, Consulting, Interim Management, UX Research, UX Strategy, User Experience Design, Prototyping, Usability Engineering & Testing,
Clients PSA Global, Adam Opel AG, VW AG, Deutsche Bank, Deutsche Telekom AG, Mercedes Benz,
- 2007-08** ● **Client Service Director**
Leo Burnett, Frankfurt
- Consulting and project management - especially with regards to integrated marketing campaigns with major digital components.
Clients Chevrolet, Oral B, Harman Kardon
- 2005-07** ● **CEO**
SinnerSchrader Studios, Frankfurt
- Personnel responsibility: 17 employees, responsible for projects of key accounts and new business activities, reorganization of a more technical oriented supplier to a full-service-agency
Clients Deutsche Bank AG, Goretex, Brockhaus, Payback
- 1998-99** ● **Senior Consultant**
Ogilvy Interactive, Frankfurt
- Consulting with focus on integrated 360 ° communication, head of consulting team
Clients IBM, Dresdner Bank, BOL, Deutsche Bank AG, Daimler AG
- 1996-98** ● **Head of Design Unit, Member of the board**
Pixelpark, Berlin
- Personnel responsibility: 42 employees, responsible for two business units, key account management and new business activities.
Clients: Siemens AG, Messe Frankfurt, Bayer AG

Information

Name	Thomas Bernd
Born	25th March 1962
Relationship	Married
Nationality	German
Languages	German, English, French,
Work	20+ Years Experience
Phone	+49 (0) 173 80 40 90 5
Email	tb@proyect.com

Skills

Software

Adobe XD	● ● ● ● ●
Adobe Photoshop	● ● ● ● ●
Adobe After Effects	● ● ● ● ●
Adobe Dreamweaver	● ● ● ● ●
Axure	● ● ● ● ●
Morae	● ● ● ● ●
Filemaker Advanced	● ● ● ● ●
Power Point	● ● ● ● ●
Mindmanager, MS Project and more.....	● ● ● ● ●

Business

Product Owner	● ● ● ● ●
Project Management	● ● ● ● ●
UX Research	● ● ● ● ●
UX Design	● ● ● ● ●
Consulting	● ● ● ● ●

Languages

German	● ● ● ● ●
English	● ● ● ● ●
French	● ● ● ● ●

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Work

1994-96

Etat Director
TW plus Partner Advertising, Koblenz

Concept development and coordination of ATL and BTL campaigns - especially for fashion and textile companies.

Clients OTTO AG, Casa Moda, Brax, Neckermann

1992-94

Head of Marketing
Korzilius GmbH, Mogendorf

Brand management, design management and product marketing for ceramic tiles – management of intensive collaboration with design studios in Italy.

Awards



Cannes Cyber Lion
(Bronze)



Red Dot / Best of the best
(Mobile Application)



New York Festivals
(Silver)



IF Industrie Form
(Highest Design Quality)



Automotive Brand Contest
(Winner)



effie awards germany
(Campaign)

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Education

- 2021** ● **Design Thinking** - Verified Certification
Interaction Design Foundation
- **Behavioral Economics** - Verified Certification
University of Toronto
- 2018** ● **Certified UX Manager**
Interaction Design Foundation
Major Subjects: UX Development, UX Management, UX Measurement, UX Governance
- 2017** ● **Certified Professional for Usability and UX**
International Usability and User Experience Qualification Board, Cologne
- 1988-92** ● **MA Business Administration**
University Münster, Germany
Major subjects: Marketing and Statistics
Grade: 3.0
- 1988-90** ● **Psychology, Educational Sciences**
University Hagen, Germany
Subjects: Behavioral Psychology, Adult Education
- 1986-87** ● **Certified Media Producer**
University Koblenz-Landau, Germany
Major subjects: Video & Audioproduction
Grade: 1.5
- 1982-86** ● **BA Communication Design**
University of applied Science, Mainz, Germany
Major subjects: Digital Design and Animation.
Grade: 2.0
- 1972-81** ● **High School**
Karlsruhe High School, Koblenz, Germany
A levels: Maths, History, Physics,

Online

- proyect** www.proyect.com
- vizbiz** www.vizbiz.de
- xing** xing.com/profile/Thomas_Bernd
- Linkedin** de.linkedin.com/in/tombernd

Interests

- Sports Activities** Basketball, sailing, archery, travelling, my family
- Other** Healthy food, music & movies