



# KERSTIN KOLVENBACH

## DESIGN AND PROJECT MANAGEMENT

### CONTACT

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### SKILLS

#### > Professional

- Project Management
- Design and Aesthetics
- Leadership Experience
- Communication Skills
- Problem Solving
- Marketing Strategies

#### > Technical

- Adobe CC
- Figma, Adobe XD, Canva
- SEO/SEM, Google Ads
- Microsoft Office
- Web Technologies
- Project Management Tools
- Analytics

### LANGUAGE

German	native
English	fluent
Spanish	basic

### COURSES

- 2022: Design Thinking Course  
University of Sydney
- 2018: Shopware Seminar  
Shopware AG
- 2018: Project Management  
Haufe Academy

### Hi! I'm Kerstin

I am a product and communication designer and project manager, looking for new challenges in an international environment.

I am a strong communicator, an experienced manager, and am confident handling high-visibility projects. My expertise in various design disciplines ensures that I can cover all important aspects of brand building and marketing.

I possess a keen sense of user experience, aesthetics, and design, without losing focus on the business goals. Combining strategic thinking, organisation skills and a creative approach, I am able to complete multi-disciplinary projects within established timelines. I have worked for international companies, led teams of designers, and managed 7 figure budgets.

### WORK EXPERIENCE

#### Team Lead Media Design | 2016-2019

Marketing Assistant | 2015-2016

**MACHEREY-NAGEL GmbH & Co. KG | Düren, Germany**

As the team lead of an in-house marketing department, I managed the design team and various projects overseeing a 7-figure budget. I took full responsibility for all marketing projects, including the corporate identity and design, e-commerce, and internal training program. The company with over 700 employees has a global presence in 150 countries.

I was responsible for:

- Full rebranding and redesign of the company's corporate identity and design
- E-commerce and relaunch of the company's webshop with over 25,000 products
- Managing more than 10 global exhibitions and events per year
- Lead a training center enhancing the presentation and public speaking skills of employees, including executives

#### Communication Designer | 2013-2015

**Grindaix GmbH | Aachen, Germany**

I was responsible for creating marketing visuals and print media, managing events and exhibitions, and developing the corporate design for a new business unit.

- Communication & Corporate Design
- Web Design
- National Exhibitions

### CERTIFICATION

#### Google Digital Marketing & E-commerce Professional Certificate | 2023

6 months comprehensive training course to enhance my marketing skills

#### Google UX Design Professional Certificate | 2022

6 months training course providing job readiness for UX design positions

### EDUCATION

#### Master of Arts in Design Projects | 2013-2014

**Hochschule Niederrhein, Germany**

Focus: Exhibition Booth Design, Interior Design & Marketing

#### Bachelor of Arts in Interior Design | 2009-2012

**Hochschule Ostwestfalen-Lippe, Germany**

Focus: Interior Design & Furniture Design