

Tania Elcome  
UX Designer and Creative Director

taniaelcome.de  
moin@taniaelcome.de  
+49 151 26138000

LinkedIn  
Xing

## EXPERIENCE

**UX Designer**  
**freelance Hamburg, Germany**  
July 2021 - Present

**Creative Director**  
**freelance Hamburg, Germany**  
October 2015 - Present

I mainly work project-based for start-ups, small businesses and advertising agencies. My expertise includes counselling, brand strategy and art direction.

I enjoy working in a hands-on manner and strive for the best idea to tackle my clients' communicative challenges and refine their brand.

**Creative Director Art**  
**VSF+P Advertising Agency Hamburg, Germany**  
July 2012 - September 2015

Led the creative unit with for clients such as Velux, Fielmann and TUI Cruises. I was the main contact person for all communicative, strategic and creative issues and in charge of new business pitches, too. My work field included planning, coordination and execution of photo shoots and film productions.

I coordinated training and further education of the agency's creative young professionals.

**Senior Art Director**  
**Scholz & Friends Basel and Zurich, Switzerland**  
January 2006 - September 2010

In my role as Senior Art Director I was contact person for communicative and creative issues for clients such as SBB Cargo, Johnson&Johnson, Kimberly Clark, UBS and Globus Reisen. This included art direction, development and refinement of corporate designs. Overmore I was responsible for new business pitches.

## EDUCATION

**UX Design**  
**Further Education at Career Foundry**  
2020-2021

**Visual Communication (Diploma)**  
**University of Applied Sciences Niederrhein Krefeld, Germany**  
1996 - 2001

## SKILLS

**UXD:**  
Information Architecture,  
Wireframing, User Testing,  
Prototyping, UI Design,

**Visual:**  
Sketching, Illustration, Photography,  
Video Editing

**Coding:**  
Basic HTML, Javascript, CSS

Campaign, Branding, Graphic Design

## TOOLS

Adobe Creative Suite  
(InDesign, Illustrator, Photoshop)

Adobe XD, Figma, Sketch

PowerPoint, Keynote

## LANGUAGES

German  
English  
French basics

## INTERESTS

Travel  
Vegan Cooking  
Swimming  
Art