
Lena Mohr

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Work Experience

Web Design & Concept

b:dreizehn GmbH, Stuttgart. November 2016 - now

Web designer in an internet agency specialising in TYPO3 websites. Wireframing and design with customers, project management and development.

Communication

MICANTO, Cajamarca, Peru. July 2016 - September 2016

Intern in a youth center. Developing a communication strategy including website and social media that can easily be maintained by the team itself.

UX, UI, Illustration

Strive Data UG, Stuttgart. March 2016 - June 2016

Working student in a digital startup. Wireframing and web design, using methods of Design Thinking and Design Sprints. Bachelor thesis about visualizing the customer lifecycle including the most important KPIs for software as a service startups.

Education

Information Design B.A.

Hochschule der Medien, Stuttgart. October 2012 - June 2016

User Experience, interface design, front-end development and Design Thinking.

Erasmus in Spain

Universidad de Málaga. February 2014 - June 2014

Courses in audiovisual communication.

Side Projects and Volunteering

Ready to Code?

Working title. Spring 2017 - now

Workshops and events to inspire and empower girls and women to code and work in tech. The first workshop takes place in January 2018, the first event in February 2018. Ideas for the future are cooperations with schools and similar projects in New York and Nigeria.

In Lenas Ohr, da geht was vor

Working title. February 2017 - now

A children's book about antibiotic resistant bacteria and how they evolve. I am working on this with my former biology teacher from high school, my main tasks are illustration and storytelling while he covers the facts, biologically correct explanations and publishing.

AIAS - Studenten gegen Blutkrebs e.V.

Stuttgart. May 2015 - March 2016

Student group that organizes bone marrow donations to help leukemia patients. My responsibilities included acquisition of sponsors, designing a print and social media campaign and help on the day of the event.

TEDx Stuttgart

Stuttgart. May 2015 - March 2016

I was part of the branding team for the event 2015, and also involved with the website relaunch, mainly with the structure and concept and helped with the implementation.