

## INTRODUCTION

Hello there! ☺

20 years ago I set myself the goal of being able to write apps.

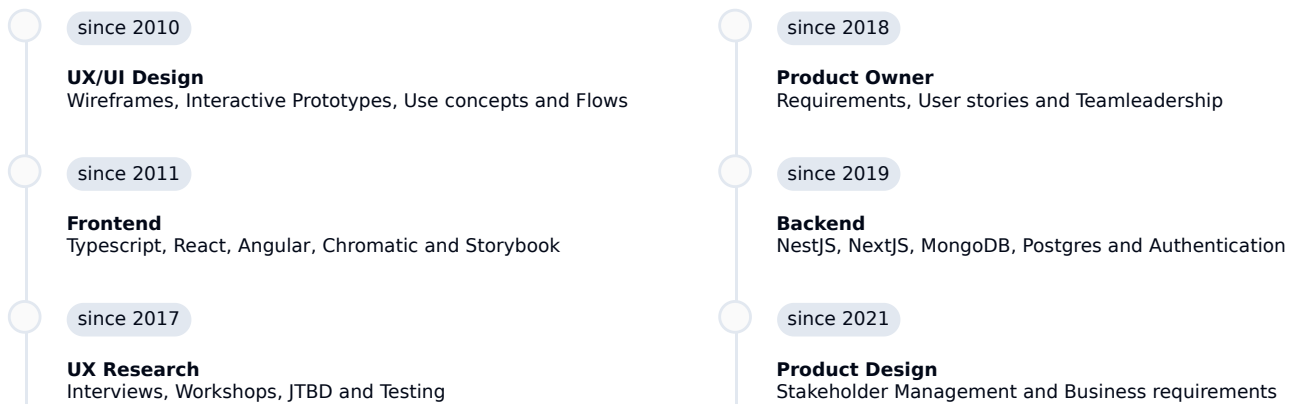
That is how my hobby has become my job.

**Name** Alex Friedl  
**Address** Tannensteig 24, 90537 Feucht  
**Mail** [hi@alexfriedl.com](mailto:hi@alexfriedl.com)  
**Phone** +49 1575 8150846  
**Nationality** German  
**Birthdate** 28.11.1988

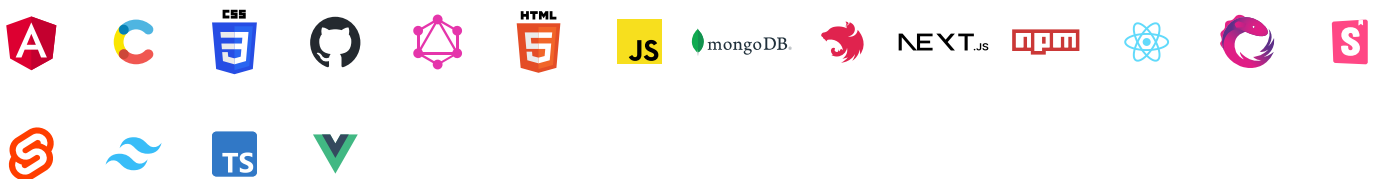
## TOOLS



## ROLES



## DEVELOPMENT STACK



## EDUCATION



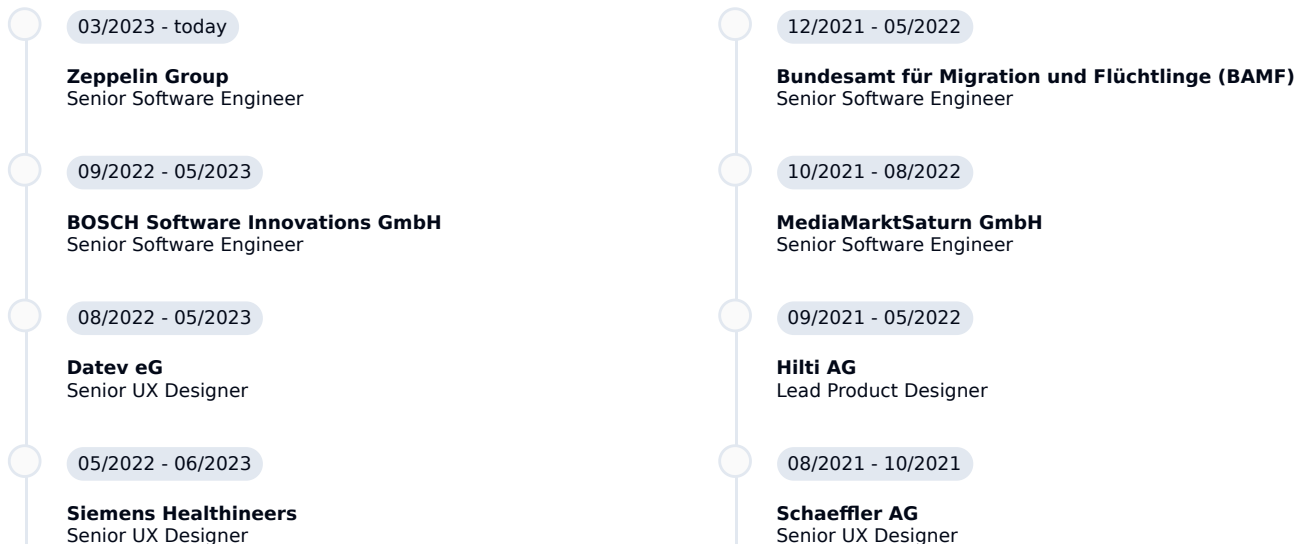
## DELIVERABLES

- ▶ Prototypes
  - Wireframes
  - Mockups
  - Click Dummies
- ▶ Guidelines
  - Designsystems
  - Component Anatomies
  - Specifications
  - Use Concepts
  - Pattern
- ▶ Canvas
  - JTBD & Value Propositions
  - User Journeys
  - Use & Wire Flows
  - Usability Test Guides & Evaluations
- ▶ Software
  - SaaS Platforms (Data Management)
  - Android & iOS Apps
  - Web Apps (Ecommerce, Websites)

## SKILLS

- ▶ Research
  - Strategy Consulting
  - Interviews
  - 4s & Hallway Testing
  - Usability Testing & Evaluation
  - Design Thinking
  - User Journeys
  - Value Propositions & JTBD
  - User Stories
  - Scenarios, simulations
- ▶ Concept
  - UI Design
  - Interactive Prototyping
  - Interaction Design
  - Use Concepts
  - Wireframes
  - Click Dummies
  - Material Design
  - Useflows
  - Wireflows
  - RWD (Responsive Webdesign)
  - Guidelines, Patterns, Specs
  - Mockups
- ▶ Tools
  - Figma
  - Adobe (PS, XD, Illu)
  - Sketch
  - Axure
  - Invision, Zeplin
- ▶ Frontend
  - HTML5
  - CSS3
  - Tailwind
  - Javascript, Typescript
  - Angular, Vue, React
  - Storybook
  - Chromatic (visual regression testing)
  - CSS in JS
  - Echarts
  - Angular Material
  - Mui, Ant, PrimeNG
  - Shadcn, Radix, HeadlessUI
  - RXJS
  - Redux, NGRX
- ▶ Backend
  - Node.js, Express.js
  - Next.js
  - Nest.js
  - Rest & Open API, Swagger
  - Prisma
  - GraphQL
  - Headless CMS, Contentful
  - MongoDB
  - Postgres
- ▶ Methods
  - UCD / HCD (Human centered Design)
  - Double Diamond
  - Design Thinking
  - Design Sprints
  - Lean & Agile
  - Scrum & Kanban
  - Component driven development

## PROJECTS



## INTERESTS

- ▶ Music production
- ▶ Drums
- ▶ Photography
- ▶ Football
- ▶ Snowboarding

## LANGUAGES

- ▶ German
- ▶ English