

TANJA MIRLIEB



Personal Information

Klarenbergstr. 5
73525 Schwäbisch Gmünd

tanjamirlieb@gmail.com

05 November 1993



Experience

- **Café „Oh Mother“, Schw. Gmünd & „Roffee Coffee“, Schorndorf**
Barista / Service
Prepare coffee specialties, pour drinks, service at table, partially prepare food and bake, training new team members
Juni 2022 – August 2023
- **JoussenKarliczek GmbH, Schorndorf**
Brand Strategist
Brand & social media strategies, brand workshops, content marketing concepts, content creation (design & copywriting), brand workshops
April 2021 – August 2022
- **Neuland Partners for Development & Training GmbH & Co. KG, Fulda**
Communication Design & Marketing
Content marketing strategy, brand communication, social media & transmedia campaigns, product launches and advertising (print and online), design thinking workshops for product development
November 2018 – March 2021
- **Sovanta AG, Heidelberg**
UX Design
Working student: User Interface design (web apps & mobile); designing digital style guides and grid systems; creating animations; design of the sovanta website; creation of presentations and illustrations; preparation, documentation and support in the implementation of DT workshops
February 2018 – July 2018
- **Design ist mirlieb**
Brand Design
Freelancing: developing a communication strategy; creating the corporate design & guidelines (logo, online appearance, icons) for a start-up
August 2016 – January 2017

- **Dorten GmbH, Stuttgart**
Communication Design

Working student: support of the design team for Bosch eBike Systems

February 2016 – March 2016

- **Dorten GmbH, Stuttgart**
Communication Design

Internship: support of the design team for Bosch eBike Systems – developing content and designing brochures, exhibition material, microsites; accompanying a photo shooting at Bike Festival Garda Trentino

March 2015 – August 2015

Education

- **Hochschule Mannheim / University of Leeds (Joint Degree)**

Master of Arts: Design Future Society

March 2017 – August 2018

University of Leeds

September 2017 – January 2018

- **Hochschule für Gestaltung Schwäbisch Gmünd**

Bachelor of Arts: Communication Design

March 2013 – July 2016

University of Salford, Manchester

September 2015 – January 2016

- **Max-Planck-Gymnasium, Schorndorf**

Higher education entrance qualification (A-levels)

July 2014 – July 2012

Tools

The usual design tools.

Not the tool you're using? No problem, I'm a fast learner.

Languages

German

Native Language

English

Proficient (C2)

Spanish

Basic knowledge

French

Basic knowledge