



## Contact

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## Personal Information

Date of Birth May 31st, 1979  
Place of Birth Stralsund, Germany

I'm a designer living in Berlin.  
I enjoy solving complex  
problems, connecting design to  
the business, and shaping  
products and services that add  
value to peoples lives.

With 15 years of experience in multidisciplinary  
design, social intuition and common sense, I create  
solutions for a wide variety of design problems and  
business challenges.

Want to work together?

Please send an Email [info@christianmeinke.com](mailto:info@christianmeinke.com) or call +49 (0)174 686 1789

# A generalist designer with an entrepreneurial mindset.

I always pursue many interests rather than focusing on one. This allows me to be agile, creative, and to make connections that sometimes others can't see. I enjoy working with people from diverse backgrounds and believe that diversity and connecting different mindsets are the foundation of every good idea and product.

## — 15 years of hands-on experience across industries

As a trained interaction and visual designer, I started out in communication and advertising, but my focus shifted quickly to product and service creation, informed by human insights. By working with global brands and companies, I gained experience in branding, product design and innovation, as well as strategic design – always connecting design to concrete business goals.

## — Human-centric principles, methods and tools

Understanding human needs is the basis of every good experience and helps us match the things people expect and desire with the things that we create and deliver for them. Driving customer research and creating formats that enable alignment and communication, allows me to uncover unmet needs and opportunities, and help guiding business decisions and prioritization.

### Skill Set & Expertise

Interaction Design	Visual Design	Service Design	Digital Product Creation
User-Centered Design	Experience Design	Design Direction	Branding and Identity

### Companies I've worked for

BMW Group	BMW Mobility Services	Volkswagen & ŠKODA	MAN
Lufthansa	Deutsche Bahn	Credit Suisse	Deutsche Bank
Generali	Deutsche Telekom	Fresenius Medical Care	Cervélo Cycles



## Experience

With 15 years of experience in multidisciplinary design, social intuition and common sense, I create solutions for a variety of complex design problems and business challenges.

After more than a decade of working as a freelance designer for agencies, design studios, consulting companies and own clients, I joined Fjord in a leading role in 2018. Not only since then I enjoy leading and working with creative teams from different professional and cultural backgrounds to tackle problems that matter.

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### **Current**    **June 2018 - Today**    **Fjord – Service Design Lead**

Leading teams on product and service design assignments for clients across industries with a focus on Med-tech and Healthcare. Key responsibilities: enabling design teams to deliver client projects, ensuring on-time delivery within budget and with high quality of output.

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### **Work Experience**    **Jul 2012 – Jun 2018**    **Fjord – Senior & Lead Designer**

Freelance Designer  
Jan 2006 – Jun 2018  
Interaction Design, Visual Design and Service Design for clients from a variety of industries (Automotive, Healthcare, Insurance, Consumer/Corporate Banking)

### **Jan 2015 – Jun 2018**    **BCG Digital Ventures – Senior Designer**

Supported various innovation and incubation projects providing Interaction, Visual and Brand Identity Design services (Automotive, Transportation, Retail)

### **May 2015 – Aug 2015**    **USEEDS° – Senior Designer**

Part of a Business Design team working on a large-scale innovation project for a global consumer banking client.

### **Jan 2014 – Sept 2014**    **Betterplace.org – Senior Designer**

Involved in the continuous development of an online donation platform, as well as creating new products and services for social projects and organisations (None-Profit, Charity).

### **Dec 2012 – Jan 2015**    **IXDS – Senior Designer**

Supporting design teams providing Interaction and Visual Design services for companies and startups (Hospitality, Healthcare, Music Industry)

### **Jul 2009 – May 2013**    **KKLD\* – Senior Designer / Art Director**

Working on brand experiences, ad campaigns and communication projects for high-profile clients and brands (Automotive, Healthcare, Retail, Fashion, Architecture)

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**Other design studios I've had the pleasure of working with**

**Meta Design, Leo Burnett Group, Aperto, Think Moto, Bureau for Digital Good**

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**Education**    **2000 – 2005**    **Berlin University of the Arts – Degree in Visual Communication**