



# ALINA KORTH

Senior Brand & UX Designer | Creative Lead |  
E-commerce & Packaging | Certified UX Designer

## PROFILE

Senior Brand and UX Designer with 12+ years of experience in international agency and in-house environments within the beauty, lifestyle and consumer goods industry. Expert in developing holistic brand experiences across e-commerce, packaging and integrated marketing campaigns. Proven track record in leading creative projects from initial concept and visual strategy to final production and market launch. Strong focus on user-centered design, digital brand storytelling and premium visual positioning.

## PROFESSIONAL EXPERIENCE

### Graphic Design Lead

NEWSHA Private Haircare (E-commerce Brand) | 2022 – 2025

- Leading a team of 5 designers and managing all creative workflows
- Responsible for the visual brand experience across e-commerce, packaging and campaigns
- Led the end-to-end relaunch of the product portfolio including packaging collections and merchandise
- Developed product concepts from scribble and 3D visualisation to final production approval
- Owned the UX and visual relaunch of the e-commerce website
- Coordinated stakeholders, suppliers and print production processes

### Packaging Designer / DTP Operator

LSD GmbH & Co. KG | 2019 – 2022

- Designed packaging artworks and label systems for international FMCG brands
- Prepared print-ready production files and ensured technical feasibility
- Coordinated with print suppliers and internal stakeholders
- Managed image retouching and layout adaptations for product launches

### Graphic Designer

Ridder Werke | 2019

- Developed packaging concepts and product communication materials
- Created marketing assets for print and retail environments
- Supported visual brand consistency across product lines

### Graphic Designer

Weirich Medien | 2017 – 2019

- Designed integrated campaign assets across print and digital media
- Developed layout concepts and visual communication solutions for clients
- Collaborated with account managers and production teams

### Media Designer Apprentice

Intevi Agency | 2015 – 2017

- Supported campaign development and visual concept creation
- Assisted in packaging production artwork and print preparation
- Contributed to landing page relaunch and marketing materials

## EDUCATION & CERTIFICATIONS

### Certified User Experience Designer

XDi – Experience Design Institut, Berlin | 2026

600 hours · Accredited by ZFU & AZAV

Focus areas: UX Research, Information Architecture, Interaction Design, UI Design Systems, Agile & Lean UX

## CORE COMPETENCIES

### Design & UX Expertise

- Brand Identity & Visual System Development
- UX Concept Creation & User Journey Design
- Wireframing & Responsive Layout Design
- E-commerce Experience Design
- Packaging Design & Production Management
- Campaign & Product Launch Development
- Digital Brand Storytelling & Content Structuring
- Typography & Editorial Design

### Design-Tools & Stack

- Adobe Photoshop (Expert)
- Adobe InDesign (Expert)
- Adobe Illustrator (Advanced)
- Figma (Advanced)
- Adobe Creative Cloud
- Framer
- Lovable
- Vercel
- HTML/CSS
- Netlify / DNS Setup

### KI-Tools

- Chat gpt
- Figma Make
- Framer Create
- Claude / Code / Design
- Gemini

### Leadership & Professional Skills

- Creative Team Leadership (5 Designers)
- Task Distribution & Project Prioritisation
- Stakeholder Management (Marketing Leadership & CEO)
- Supplier & Printing Coordination
- Quality Assurance & Feedback Processes
- Independent End-to-End Project Ownership

## CONTACT

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