



Senior Brand & UX/UI Designer | Brand Identity · CI · E-Commerce · Product Launch | AI-Driven Design Workflows | Creative Lead | Fine Artist

Alina Korth

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CONTACT

- düsseldorf, germany
- +49 152 261 742 09
- korth.alina@icloud.com
- www.alinakorth.de
- https://www.linkedin.com/in/alina-korth

PROFILE

Creative Lead and Senior Brand & UX/UI Designer with over twelve years of experience building and evolving international premium brands. Specialized in brand relaunches, corporate identity, UX/UI, e-commerce, and packaging — from strategic concept to successful execution.

Most recently at NEWSHA, I led the complete brand relaunch, including corporate identity, UX/UI for the online shop and app, packaging systems, and national campaigns. As creative lead of a five-person design team, I drove creative processes, established design standards, and worked closely with leadership, marketing, and external partners. My focus is on building consistent brand experiences that connect design quality with measurable business impact.

SELECTED HIGHLIGHTS

- Led the complete brand relaunch of NEWSHA
- Developed the new corporate identity and a brand-wide design system
- Conceived and designed the UX/UI relaunch of website and app
- Built new packaging systems from concept to production sign-off
- Led a five-person design team
- Co-led creative direction for a nationwide campaign with Ann-Kathrin Götze (TV, out-of-home, print & digital)
- Developed high-quality brand communication across e-commerce, retail, and print
- Introduced AI-driven workflows to accelerate concept, design, and prototyping

CORE COMPETENCIES

- Brand & Strategy
 - Brand Identity
 - Corporate Identity
 - Brand Strategy
 - Creative Direction
 - Art Direction
- Digital Experience
 - UX/UI Design
 - Design Systems
 - E-Commerce
 - Mobile App Design
 - User Research
- Marketing & Production
 - Packaging Design
 - Product Launches
 - Campaign Design
 - Editorial Design
 - Print Production
- Leadership
 - Team Leadership
 - Stakeholder Management
 - Creative Project Management

PROFESSIONAL EXPERIENCE

- Freelance Brand & UX/UI Designer | Fine Artist
 - Self-employed | 2025 – present
 - Developed brand, UX/UI, and design projects for a range of clients
 - Built up an independent artistic practice, including exhibitions and commissioned work
- Certified UX/UI Designer
 - XDi – Experience Design Institute | 2026
 - Completed a certified 600-hour UX/UI program covering UX research, information architecture, user flows, wireframing, interaction design, UI systems, and usability testing
 - Developed a complete UX case study from research through high-fidelity prototype
- Parental Leave
 - 2024 – 2025
 - Used this time for focused professional development in UX/UI design and to prepare for the return to independent work
- Creative Lead (Graphic Design Team Lead)
 - NEWSHA Private Haircare | 2022 – 2025
 - Led a five-person design team, overseeing creative workflows, resource planning, and quality assurance
 - Owned the brand's visual presence across e-commerce, packaging, print, POS, and campaigns
 - Conceived and executed the full brand relaunch, including a new corporate identity and a consistent visual design system
 - Led the UX/UI relaunch of the online shop and the concept and design of the mobile app, with a focus on usability, brand consistency, and conversion
 - Developed new product and packaging concepts — from early sketches and 3D visualizations through to production sign-off
 - Designed and produced marketing and sales materials, including product catalogs, magazines, campaign brochures, POS materials, and digital ads
 - Led creative direction for a nationwide 360° brand campaign with Ann-Kathrin Götze across TV, out-of-home, print, and digital channels
 - Worked closely with leadership, marketing, external agencies, suppliers, and print partners to deliver all brand initiatives
 - Introduced and applied AI-driven design workflows to accelerate ideation, concept development, and creative production
 - Company reporting credited the brand relaunch, UX/UI relaunch, and app launch along with the evolution of brand communication — with contributing to positive business growth and a marked increase in brand awareness



SOFTWARE

Design

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Framer

Web

- HTML5 · CSS3 · Vercel · Netlify

AI

- ChatGPT · Claude · Gemini · Midjourney · Ideogram · Flux · Nano Banana · Figma Make · Framer Create · Lovable

METHODS

- Design Systems
- User Research
- User Flows
- Wireframing
- Interactive Prototyping
- Information Architecture
- Responsive Design
- Creative Direction
- Brand Strategy
- Art Direction
- Print Production
- Packaging Development

PROFESSIONAL EXPERIENCE

Packaging Designer | DTP Specialist

LSD GmbH & Co. KG | 2019–2022

- Developed high-end packaging designs and production-ready artwork for international FMCG brands, notably Schwarzkopf Professional and Schwarzkopf, including Taft, got2b, and N.A.E.
- Contributed to the packaging relaunch of the Taft brand from layout development through final artwork to production
- Designed and evolved packaging and labeling systems in line with brand guidelines, regulatory requirements, and production standards
- Prepared, reviewed, and refined production-ready files in close coordination with printers, suppliers, and internal teams
- Carried out image retouching, layout adjustments, and range maintenance for product launches and existing lines
- Coordinated technical approvals and oversaw the production process through to final print sign-off

Graphic Designer

Ridder Werke | 2019

- Developed packaging concepts and product communication across multiple product lines
- Designed marketing materials for print, retail, and point of sale
- Ensured a consistent brand presence across packaging and communication materials

Graphic Designer

Weirich Medien | 2017–2019

- Conceived and designed print and digital media for clients across various industries
- Developed corporate design applications, brochures, ads, and promotional materials
- Collaborated with client services, production, and print partners to deliver projects successfully

Media Design Apprenticeship (Concept & Visualization)

Intevi Agency | 2015–2017

- Contributed to brand and campaign projects across print and digital media
- Supported packaging design development and preparation of print-ready production files
- Designed landing pages, marketing materials, and visual communications
- Successfully completed the apprenticeship as Digital & Print Media Designer

*Precision by design
Vision by Art.*

BEYOND DESIGN

Alongside my work as a Brand & UX/UI Designer, I'm a practicing painter. In large-scale oil and mixed-media portraits, I explore female identity and expression shown at events including Nacht der Museen and the San Hejmo Festival. Design and painting feed into each other for me: both demand precision, clear concept, and a strong sense of composition.

