

# Andreas Hirsch

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## Work Experience

- May 2015 – May 2017 **UX/UI Designer** **Apple Inc.**  
Cupertino, USA  
Created concept artwork on a variety of fronts to inform executives about crucial project decisions. Produced concept art to show the possibilities of new technologies which will be implemented in the next version of iOS. Designed mock up interfaces for new experiences that helped inform input devices and modalities. Conceptualized storyboards to explore scenarios and define user interactions. Created animations and layouts in Unity to derive layouts and features. Did conceptual product sketches.  
Before transferring internally was a member of a team of concept artists developing storyboards and artworks. With sketches, detailed illustrations and animations helped pitching ideas to executives and inform about important decisions. Explored design and behavior for a physical representation of Siri in this context. Delivered animations to illustrate possible features.
- Sep 2014 – May 2015 **Designer** **Metaio GmbH**  
Munich, Germany  
Worked as multifaceted designer at Metaio, a company specialized in building augmented reality applications. Created the visual assets for successful pitches to clients like IKEA, Audi, BMW, Maserati, Bosch, Lufthansa, Airbus etc. Defined the user flow and interaction of mobile AR applications. Designed user interfaces of mobile applications from start to finish. Developed the brand of Metaio by forming a strong corporate identity. Designed communication material from website visuals to t-shirts to branded booth at converences. The company was acquired by Apple in 2015.
- Mar 2012 – Aug 2014 **Visual Experience Designer** **Chip GmbH**  
Munich, Germany  
Acted as the visual experience designer for Germany's most influential news portal about consumer electronics. Designed the user interface of the Chip app for Android and iOS which received an average of 4.5 stars in the App Store. Developed images for the editorial department to illustrate a variety of news articles.
- Sep 2010 – Mar 2012 **Junior Art Director** **Schwecke.Mueller Waterdrops GmbH**  
Munich / Rosenheim, Germany  
Recruited as a junior art director at the agencies Schwecke Mueller in Munich and Waterdrops in Rosenheim, created corporate designs, branding material and packaging designs for clients in the fields of editorial and medical devices. Edited product shots, designed online projects and print materials.

## Education

- Sep 2006 – Jul 2010 **Bachelor of Arts, Communication Design** **University of Applied Science**  
Augsburg, Germany  
Thesis: "Image and Sound – Design Patterns in Music Artwork"  
From the graduation paper: "The course offers a theoretical and practical approach to teaching visual communication, which focuses on the importance of creative thinking and high quality crafting. In the tradition of Bauhaus the course introduces the students to a large field of creative discipline like design principles, typography, calligraphy, drawing, painting, architecture and new media. The development of each student's personality is of central importance to the program. Students spend one semester abroad or in industry. Elective pathways allow them to specialize in different disciplines. Graduates are qualified for positions within the creative industries."
- Sep 2008 – Jul 2009 **Erasmus Student, Fine Arts** **Escolar Superior De Artes E Design**  
Caldas da Rainha, Portugal  
Explored large scale painting, silk screen printing and installation art. Took part in two group exhibitions and had a solo exhibition.