

# Simon Drexler

Senior UX Consultant

## CONTACT

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[Website](#)

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## COMPETENCES

Strategic & Service Design,  
UX Research & Testing,  
UX / UI Design, Prototyping,  
Workshops, Baking

## INDUSTRIES

Healthcare, Mobility,  
Ag-tech, Fin-tech,  
Consumer Electronics,  
Office Management

## LANGUAGES

Deutsch ●●●●●  
English ●●●●●  
Français ●●●●●  
中文 ●●●●●

## EXPERIENCE

### Freelance

2014 - now

### Empathy Equation

2017 - now

### Designworks

2016-2017  
Munich, DE

### Experientia

2012-2014  
Turin, IT

### Activities

(grouped by competence across engagements)

- Planning, designing and conducting ethnographic research to understand needs and find opportunities in Europe, Asia and USA.
- Synthesising findings into insights and developing SD deliverables to guide product-, experience- and service development across several touchpoints
- Designing and prototyping user centric solutions in various contexts and industries. Additionally, conducting user tests and supporting implementation.
- Leading and managing a design team of 8 as well as planning projects to facilitate timely delivery of successful products.
- Seeding Human Centered Design and strategically position design within clients' organisations to impact product development, stakeholder buy-in and investment.

### Highlights:

- Longterm collaboration with research, design, testing and implementation support for a digital platform facilitating cannabis cultivation and any related workflows.  
Aroya, USA 2018-20
- Large-scale research project with patients and clinic stakeholders to create future scenarios for healthcare delivery to elderly at-risk populations in rural areas.  
MCHS, USA 2019
- Lecturing 'Innovation by Design' to a first semester at university  
macromedia hochschule für medien und kommunikation, DE 2018

## EDUCATION

### Goldsmiths UoL

2015-16  
London, UK

### mhmK

2009-12  
Munich, DE

### MA: Design Futures and Metadesign

Thesis: If everything is connected - exploring connectedness and collaboration to conceptualize a new form of inclusive innovation

### BA: Media and Communication Design

Thesis: How can Interfaces and Interactions be designed in order to be functionable in both, large and small environments?