






Date of birth: 25.02.1990
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In a Nutshell

FOO **D**

CULTUR
SENSITIV **E**

FOR EMOTION **S**

SERV **I** CE

UX : TESTIN
RESEARCHIN
PROTOTYPIN **G**

FOR INTERACTIO **N**

Resume

Carola Breuer

Design Strategy, Service & UX Design



Work Experience

since
Okt 2021

Fjord, Part of Accenture Interactive
Senior Design Strategist
Design Strategy, Service Design & Research

Sep 2019 -
Sep 2021

ui/deation GmbH & Co. KG -
Senior User Experience & Service Designer
Strategy, service design, realignment, user research,
redesign & testing for digital innovation projects
Talks & trainings for external clients

Sep 2018 -
Dec 2018

Delft University of Technology - Teaching assistant
Master's quarter course Food and Eating Design

Jan 2015 -
Aug 2019

Kostüme Breuer - Head of Business Transformation
Reevaluating business model, realigning business ob-
jectives & strategy, streamlining expenses, improving
internal organization & company culture

Jan 2015 -
Aug 2019

Freelance work - Service Design
Improving business structures & touchpoints
Stakeholder workshops, corporate identity,
web design & social media

2013 - 2016

BSH Home Appliances Group

Feb 2015 -
Aug 2016

• **User Experience Dept. - Student trainee**
User experience support for innovation projects,
market & user research, ideation workshops,
prototyping & employee training

Jan 2014 -
Aug 2014

• **Media & Online Dept. - Student trainee**
Concept & content creation for smart home app

Aug 2013 -
Dec 2013

• **Internship semester**
Assistance in graphic design, UI and UX

Dec 2012 -
Jun 2013

Fraunhofer-Gesellschaft - Student trainee
learning technologies and app development



Education

Sep 2016 -
Sep 2018

Delft University of Technology, the Netherlands - MSc
Faculty for Industrial Design Engineering
Field of study: Design for Interaction
GPA 8,55/10 (German 1,3) - cum laude & with honours
Master thesis: (Food)design for Bliss

Oct 2011 -
Jul 2015

Munich University of Applied Sciences - BA
Faculty for Design
Field of study: Communication Design, grade 1,5
Area of specialisation: Technical Innovation

Oct 2009 -
Jul 2011

Culinary school
Commis de cuisine (grade 1,0), Commis de bar (grade 2,5)

2000 - 2009

Oskar-von-Miller Gymnasium, München - Abitur
(grade 1,8)



Publications

2020

**Supporting Food Design Processes:
Development of Food Design Cards**
Y. Lee, C. Breuer, and H. N. J. Schifferstein
International Journal of Design Vol. 14(2)

2020

**Food Perception and Aesthetics -
Linking Sensory Science to Culinary Practice**
H.N.J. Schifferstein, B. Kudrowitz, C. Breuer
Journal of Culinary Science & Technology, 1-43



Training & Awards

11/2018

Designing for cultures
TU Delft & Teheran University, Iran
Workshop for culture sensitive design and awareness

08/2015

**UXQB Certified Professional for Usability and User
Experience - Foundation Level (CPUX-F)**

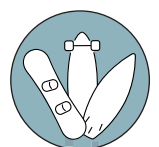
02/2013

Winning entry to BSH Innovation Campus

06/2011

City award (Munich)
extraordinary performance during culinary training

Hobbies



Top Personal Skills

★ Motivation & commitment

I am only satisfied when I know I have achieved the best possible solution

★ Curiosity

My favorite question is „why?“

★ Self reflection

I am an idealist who believes in constant learning and self improvement

★ Adaptability

I enjoy new surroundings, challenges, projects and people

Top Social Skills

★ Teamwork

★ Communication & mediation

★ Intercultural competences

★ Assertiveness

Top Methodological Skills

★ Innovation & strategy consulting

★ Project & stakeholder management

★ Design thinking & problem solving

★ Analytical & lateral thinking

Software Skills

Miro, Adobe ID, PS, AI, AE ★★★

Sketch, Conceptboard, Trello, Monday, Microsoft Office ★★

Rhino, Balsamiq, Figma, Jira ★

Language Skills

German (native)

English (fluent, TOEFL score 109)