

Resume/CV

Work Experience

09.2025 – Today	Freelance Senior Art Director (UI/UX, Motion & Visual) • UI/UX design • Responsive web design • Accessiblity optimization (WCAG) • Motion design & Icon Animation (lottie) • Graphic design
10.2023 – 08.2025	Experience Designer at THE MARCOM ENGINE GmbH • User Experience optimization • Accessiblity optimization (WCAG) • Assetbriefing for production companies • Graphic design • Motion design
05.2022 – 09.2023	Art Director (digital) at Medienwerft GmbH • UI/UX design • User Experience optimization • Responsive web design • Accessiblity optimization (WCAG) • Graphic design • Motion design & Icon Animation (lottie) • HTML/CSS/WordPress development
02.2020 – 04.2022	Junior Art Director (digital) at Medienwerft GmbH • UI design • Responsive web design • Graphic design • Motion design
03.2016 – 04.2022	Freelance graphic designer • Graphic design • Logo & corporate design • Image & video editing

Education / Apprenticeships

08.2017 – 01.2020	Apprenticeship: Digital & Print Media Designer – Specialization: Concept Development & Visualization At Medienwerft GmbH and bmk-hh
08.2016 – 06.2017	General university entrance qualification for design At bmk-hh
08.2016 – 06.2017	Apprenticeship: Commercial media assistant including technical college entrance qualification School-based apprenticeship at bmk-hh including technical college entrance qualification



Kai Köhler
Freelance Digital Senior Art Director
for IU/UX, motion, and visual design



Skills & Services

- UI/UX design
- Responsive & accessible web design
- Motion Design & SVG Animation (lottie)
- Visual & Graphic Design

Software Knowledge

- Figma, Adobe Xd, Penpot, Sketch
- Miro
- Lottiefiles
- Contentsquare
- Adobe Illustrator, Photoshop, After Effects
- Affinity Photo, Designer, Publisher
- DaVinci Resolve Studio
- Atlassian (Jira & Confluence)

Noteworthy Projects

- **HABA Familygroup** | B2B & B2C UI & UX design update
- **Landgard** | MyLandgard B2B e-commerce platform design
- **BMW** | Online product communication
- **Reflex Winkelmann** | Landing page animations
- **Haba Play** | Käpt'n Pepe landing page animations ([Link](#))

Languages

- German | Native language
- English | Fluent (bilingual)

Certificates

- LottieFiles AE Expert (Issued July 2025)
- Contentsquare Certified (Issued August 2023)

More on my website



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