

Rafael I. Swiniarski | Portfolio



Berlin, Germany

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Introduction

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Who is Rafael?

A short introduction

I strive to design experiences that are not only pleasant but are also able to touch people, design that makes the world a better place.

I would like to express myself as a **Service Designer** and to be part of an exciting team where I can contribute and share my Service Design, UX/UI and conceptual skills.

In 2009 I had my first professional recognition and since 2013 I'm part of Fjord as Service Designer in Berlin. A company which mainly focuses on **digital service design projects**.

In May 2015 I got promoted to **Senior Service Designer**. In this position I currently contribute my skills to a diverse and skilled work group of colleges and clients.

I studied at Köln International School of Design in Cologne an **interdisciplinary and very concept based design curriculum**. This is where I discovered and set my focus on Service Design and UI Design.

Living and studying in **New York** and **Taipei** gave me access to diverse cultures, enriched me both personally and professorially.



Resume

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About me

Rafael I. Swiniarski
Living in Berlin, Germany
Born 31st October 1979, Chorzów, Poland
Nationality German

Languages

German, English, Polish

Contact

rafael@idmax.de

Portfolio

www.idmax.de

Objective

I would love to use my current skill base as a Service Designer to contribute and share my interdisciplinary service design, UX/UI and conceptual design experience with a dynamic team driven by a clear vision.

Current work experience

06/2013 - present

Fjord, Senior Service Designer, Berlin, Germany.
Service Design, UX/UI skills, research projects, conceptual work incl. user and stakeholder interviews, workshops, co-creation workshops, click flows, wire frames for several services in sectors of public transportation, bank, private bank, insurance, post office, kindergarten, public labour service.

Design experience Service Design, User Centered Design (UCD), User Research, Interface Design, UX/UI Design, Conceptual Design, Teamwork.

Rough skills matrix	Knowledge	Level	Years
	Holistic service concepts	+++	10
	Field research/ Desk research	++	10
	Retail audit/Benchmarking	++	8
	User observations/Shadowing	+++	7
	Interviews/Surveys	++	8
	Personas/Stakeholder	+++	8
	Customer journeys	+++	8
	Storytelling	++	8
	Visualization/Layout skills	+++	10
	Usability	+++	8
	Wireframes/Mockups/Clickflows	+++	10
+ bsics; ++ advanced; +++ profound			

Computer skills	Graphic	Adobe Creative Suite (Photoshop, InDesign, Illustrator), Balsamiq and OmniGraffle.
	Office	MS Office (Power Point, Word, Excel), KeyNote.
	Online	Basic HTML/CSS/PHP/Javascript/jQuery/MySQL.

Foreign experience
06/2013 - present Several projects abroad (Switzerland, Turkey, UK)
08/2008 - 11/2008 Exchange Project, Shih-Chien University (SCID), Taipei, Taiwan.
08/2007 - 01/2008 Exchange Semester, Parsons School of Design, NY, U.S.

Resume

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Work experience

06/2013 - present Fjord, Senior Service Designer, Berlin, Germany. (www.fjordnet.com)
10/2009 - 05/2013 xailabs GmbH, UI Design; Art Director, Berlin, Germany. (www.xailabs.com)
06/2008 Seminars in Interface-Design, Cologne, Germany.
Given Interface-Design seminar to pupils in order to explain design, to show the variety of design and to advertise for the design study.
09/2004 - 09/2009 IDMAX, Design, Freelance, Cologne, Germany. (www.idmax.de)
09/2004 - 09/2009 INTAT GmbH, Interface Design, Freelance, Cologne, Ger. (www.intat.de)
03/2004 - 08/2004 H-ZWO GmbH, Designer, Cologne, Germany.. (www.h-zwo.com)

Study

09/2004 - 07/2009 Köln International School of Design, Cologne, Germany,
Diploma in Design (Four year degree; www.kisd.de/en/)
Final thesis in Interface Design (intenetTV, more service for viewers),
Service Design (Service at School: eSchool) and Design Management (Service at Youth Center).
08/2008 - 11/2008 Shih-Chien University (SCID), Design-Research,
Exchange Project, Taipei, Taiwan. (english.usc.edu.tw)
Investigating and analyzing phenomenons on the topic "Mobilit" and to contribute the results to Cultural Library, after a presentation and exhibition.
08/2007 - 01/2008 Parsons School of Design, Design and Management,
Exchange Semester, New York City, U.S. (www.newschool.edu/parsons)
Diverse projects including Service Design and new research methods as ethnographic interviews, expert interviews and shadowing.

Workshops

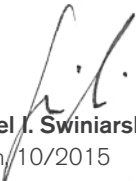
06/2008 nulleins, Design Management, Klaus Drüppel, Cologne, Germany.
4 adjective mood board; Use of stereotypes.
04/2008 nanicoldine, Gender Design, Nadine Heintze, Cologne, Germany.
Analyzing extraordinary people.
10/2006 UWS, Design Research, Ian Coxon, Cologne, Germany.
Method of capturing experience (Taxonomy of Experiance)
07/2006 IDEO, Service Design, Fran Samalionis, Cologne, Germany.
Use of Forming-Storming-Norming-Performing (www.ideo.com)

Apprenticeship

08/2001 - 02/2004 okapidesign GmbH, Media Designer, Cologne, Germany.

Awards and more

1st place at EA Contest for EA Trade Fair Stand, Cologne, Germany.
As a team we created a concept for a stand in form of a cocoon in which all the new games were unfolded. (www.ea.com)
Anuga '05, Exhibition of a cheese related product, Cologne, Germany.
A product model of an innovative and futuristic cheese related topic was created which was displayed at the Anuga fair trade.
As for my hobbies I love traveling, exploring, music, cinema, musicals, concerts, squash and to get surprised by new things.


Rafael I. Swiniarski
Berlin, 10/2015

Projects

I have selected first of all six of the most recent projects I have been working on. After those you will find more works to showcase my interdisciplinary and conceptual skills.

Service Design Concept for Bodylosophy

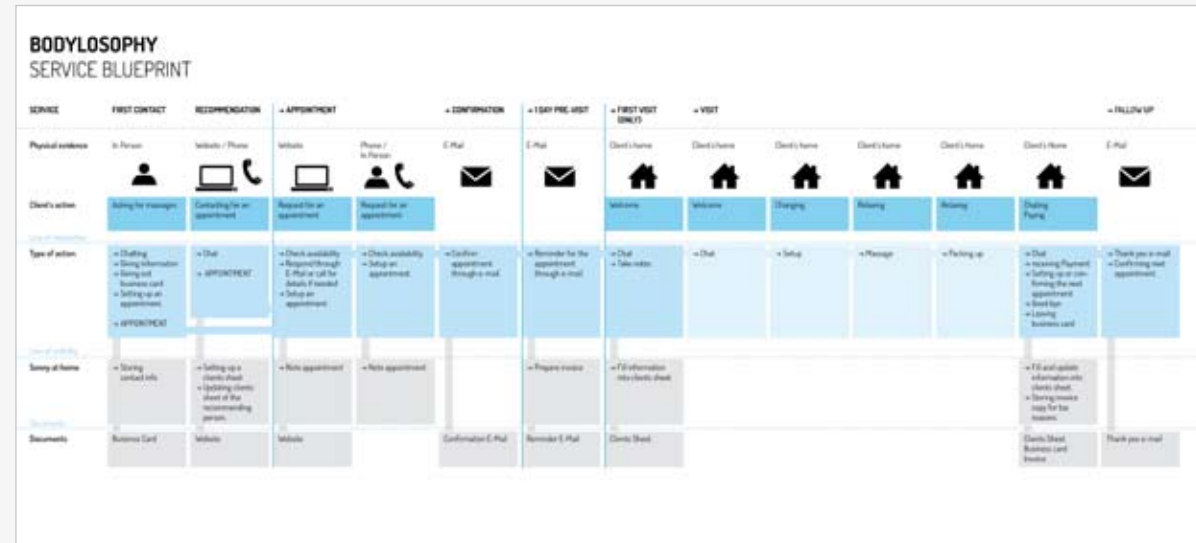
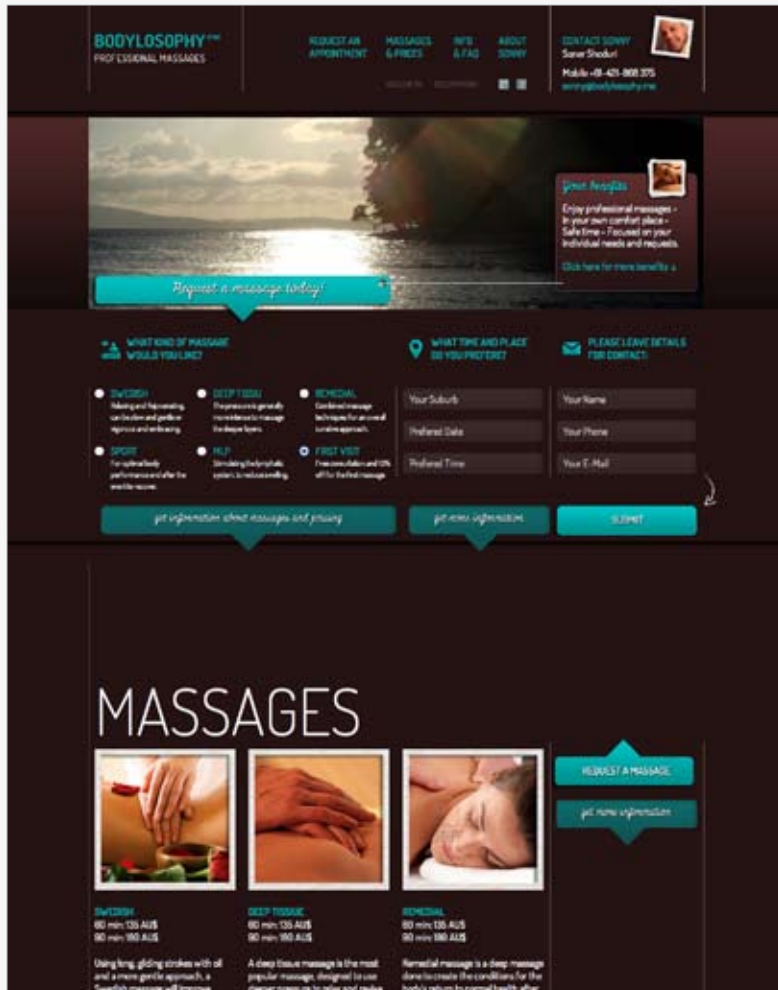
Bodylosophy: Professional massages service by Sonny in Melbourne.
www.bodylosophy.me

2012, Bodylosophy

Service Concept
Corporate Design
Desk research

SWOT-Analysis
Service Blueprint
Customer journey

Personas
Stakeholder
Implementation



PACT Recruiting Software

Internal recruiting software to ease the workflow within the company.

2012, PACT at xailabs

Navigation concept
Click flow and Usability
Liferay and portlet based re-design



Kuhcoon

B2B web site to ease sharing information on social networks for businesses.
www.kuhcoon.com

2011, Kuhcoon

Consulting
Design guidelines
UI Design

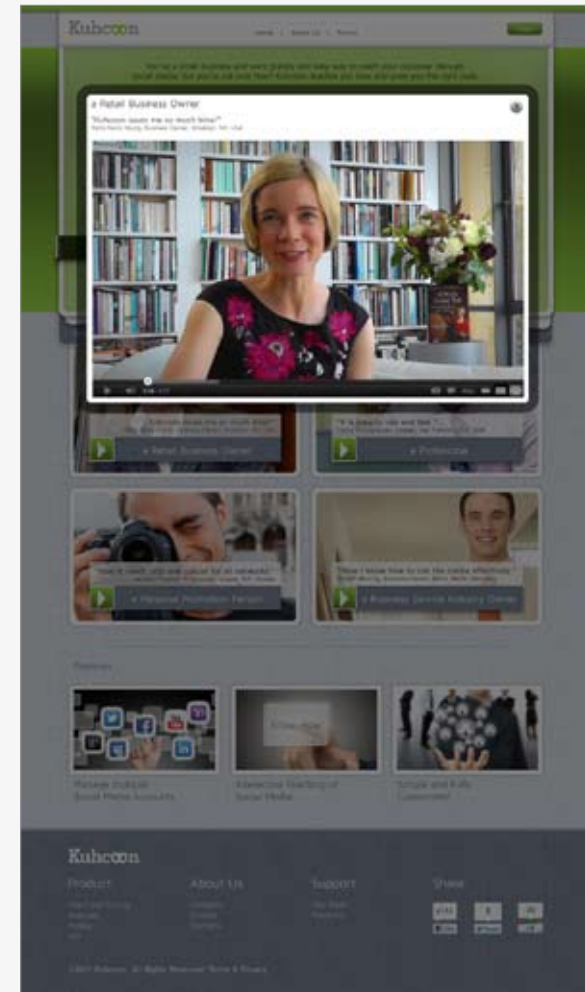


Image Concept for xailabs' CD

Creating and implementing an image concept into a Corporate Design

2012, xailabs

Image concept
Mood boards
Photo shoot handouts

Photo shooting
Recruiting
Implementation into CD

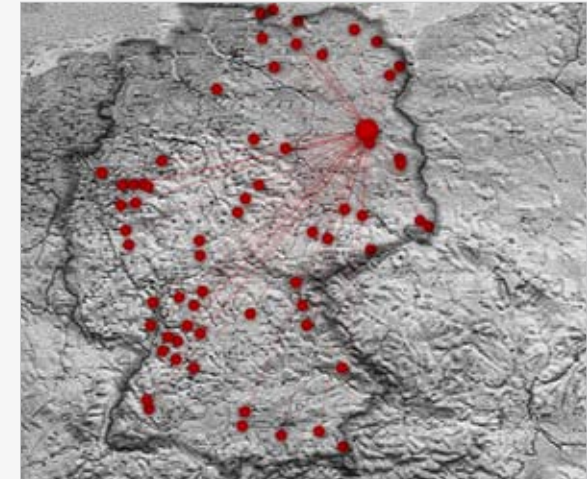


Visualizations for may2013 Event

Visualizations for events which are intended to remember the book burnings in Nazi Germany 80 years ago.

2012, xailabs

Visualizations
Presentations



Now and then

Gate40, IDEO Workshop

Service Design Concept for NGO



07/2006, Cologne

- Forming-Storming-Norming-Performing
- Personas
- Wire frames
- Key touchpoints
- Customer journey
- Presentations
- Documentation

internetTV

More service for viewers



04/2009, Cologne

- Desk research
- Analysis
- Benchmarking
- Stakeholder
- Personas
- Interviews
- Experts Interviews
- Concept
- Documentation

Service at School: eSchool

Use of technology to assist teachers



07/2009, Cologne

- Field research
- Desk research
- Interviews
- Experts interviews
- Observations
- Surveys
- Customer journey
- Personas
- Visualizations
- Concept
- Documentation

Service at Self-service

Service optimization at supermarkets



10/2009, Cologne

- Field research
- Desk research
- Interviews
- Experts interviews
- Observations
- Shadowing
- Customer journey
- Personas
- Stakeholder
- Concept
- Documentation

Cultural library: Mobility

Cultural research project



09/2008, Taipei

- Field research
- Desk research
- Shadowing
- Observations
- Visualizations
- Exhibitions
- Presentations
- Concept
- Documentation

Now and then

Stainability at Gymboree

Service optimization



12/2007, New York

- Retail audit
- Shadowing
- Observation
- Interviews
- Digital ethnographic interviews
- Personas
- SWOT-Analysis (SWOC)
- Design principles
- Presentation

UX at Castle “Schloss Burg”

Sound installation; UX enhancement



10/2004, Solingen

- Research
- Analysis
- Benchmarking
- Stakeholder
- Personas
- Customer journey
- Production
- Installation
- Testing
- Evaluating
- Concept

Listen to it on www.idmax.de

xaiLog, Semantic search

Save; Understand; Output



09/2011, xailabs, Berlin

- Research (Ontology, knowledge and language)
- Benchmark
- Persona
- Stakeholder
- Customer journeys

ZuVerSicht

Social community theater



03/2012, xailabs, Berlin

- Wire frames
- Mock-ups
- Click flows
- Customer journey
- Presentaion

Internet-Tsunamils

Study layout and UI design draft



07/2012, xailabs, Berlin

- Layout
- Image concept
- UI Design

Now and then

UNICEF Donation on SecondLife

Play in "First" and "Second" life

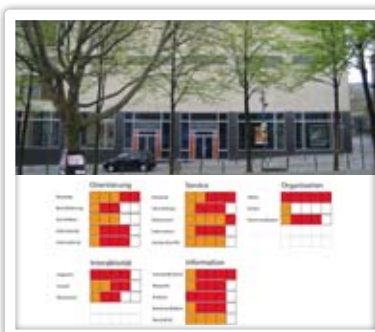


07/2006, Cologne

- Research
- Analysis
- Stakeholder
- Personas
- Interviews
- Visualizations
- Concept

UX at Walraf-Richard-Museum

UX enhancement



06/2005, Cologne

- Context map
- Interface matrix before and after
- Observations
- Interviews
- Visualizations
- Presentation

Capturing of Experience

Taxonomy of Experience



10/2006, Cologne

- Research
- Diary with observations, talks, emotions, processes and more
- Narrowing the experience
- Exhibition

Personas at Union Square, NY

Characteristic Personas



03/2012, New York

- 24h Observation
- Interviews
- Mapping
- Presentation

Watch the movie presentation on www.idmax.de

T-Entrance Hall

Maxi print



09/2008, xailabs, Berlin

- Visualizations of multimedia installations
- Maxi print
- Installation

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