

**TIMM TOENNISSEN**  
**digital projects.**



### **Self-Portrait**

For more than 12 years I have worked between the poles of creation and coordination of digital projects. For startups, SMEs and corporations - their brands, services and products. Irrespective of any branch. To generate relevance and importance of digital products, transparent communication throughout the project lifecycle is my way to a successful result. In team and with the client. *In budget, quality, time. And fun.*

### **My range of services includes:**

#### **Consulting**

- \_ Moderation of workshops, dates for project kick-off, ideation and development
- \_ Briefing creation from a functional- and business perspective
- \_ Stakeholder Management
- \_ Development of ideas and rough conceptions
- \_ Formulation of rough technical concepts and implementation of feasibility analysis

#### **Project- & Product-Management**

- \_ Quoting and coordination / negotiation
- \_ Moderation of regular team meetings (as well with a Scrum approach)
- \_ Creating and maintaining schedules, MVP definition
- \_ Budget Controlling
- \_ Team management and -moderation (up to 15 members from the fields of CX/UX/UI-, Content- and IT-development)

#### **What I also got at hand when I'm working for you:**

- \_ Corporate and strategic thinking
- \_ Trained quality awareness regarding visual and conceptual design
- \_ In-depth experience in human resource management (recruitment, staff management)
- \_ Conflict resolving approach within team
- \_ Truly positive attitude with a hands-on mentality
- \_ Good sense of humour (mostly)

## **Professional background (today - 2002)**

### **> Digital Manager & Consultant**

02/2015 - today

*Project: Global Rollout of Viega Corporate Website*

Main tasks: Product management between the poles of IT-development and business consultancy; Stakeholder Management, Moderation to set-up team structure with an agile approach

*Project: Volkswagen Car-Net. Concept and Design of a digital service (App, Web, In-Car)*

Main tasks: Strategic, contentual und functional concept-development, projectmanagement

*Project: OKAL Website Redesign. Concept and Design of Corporate-Website*

Main tasks: Strategic, contentual und functional concept-development, projectmanagement

*Project: Hamburger Kunsthalle Redesign. Concept and Design of Corporate-Website*

Main tasks: Projectmanagement

### **> Client Services Director Interactive at Fuenfwerken Design AG**

08/2010 - 01/2015

Main tasks:

Consulting and conception

- \_ Acquisition of existing customers
- \_ Preparation and moderation of workshops
- \_ Creating Rebriefings, presentation of interim and final results
- \_ Development of rough concepts (as a sparring partner for UX Designer)

### **> Freelance Projectmanager at Deutsche Telekom Laboratories**

04/2010 - 08/2010

Project: Concept and development of a mobile app with a focus on location-based service

Main tasks: Strategic, contentual und functional concept-development, projectmanagement

### **> Projectmanager at forelle media GmbH**

12/2008 - 06/2010

Clients: Bayerische Landesbank AG, Bayern Card-Services GmbH, München

Main tasks: Consulting, Projectmanagement

### **> UX-Designer at Saint Elmo's Interaction GmbH**

04/2008 - 12/2008

Clients: Karstadt Warenhaus GmbH, WARSTEINER Brauerei Haus Cramer KG, CMA Centrale Marketing-Gesellschaft der deutschen Agrarwirtschaft mbH

Main tasks: Concept development of websites, microsites und web-specials

**> Self-employed designer at Timm Toennissen/Grafische Gestaltung**

05/2003 - 10/2007

Clients: Weusthoff Noël, Verein Deutscher Giessereifachleute e.V., Schreck-Mieves GmbH, Interplast Deutschland e.V.

Main tasks: Acquisition of project business, concept-development, design and implementation of online projects

**> Screendesigner at elephant seven (internship)**

08/2002 - 04/2003

Clients: Seat, Volkswagen AG

Main tasks: Design-assistance

**> Screendesigner at JUNG von MATT (internship)**

10/2001 - 04/2002

Clients: u.a. Die Bahn AG, Quam AG

Main tasks: Design-assistance

**Clients (excerpt)**

**Clariant Deutschland GmbH**

Project: Concept and design of an interactive sales-tool (Web-App)

Duration: ca. 2 months, Budget: ca. € 50K

**Deutsche Vermögensberatung AG (DVAG)**

Project: consulting tool (native iPad App)

Duration: ca. 9 months, budget: ca. € 200K

**HelmholtzZentrum München**

Project: Redesign of Corporate Website (content-revision and development, improvement of UX- and UI-concept)

Project-URL: [helmholtz-muenchen.de](http://helmholtz-muenchen.de)

Duration: ca. 9 months, Budget: ca. € 140K

**IC-IC - Enhancing Interconnectivity through Infoconnectivity**

Project: Development of service-design (Demo with digital prototype, demo-reel)

Duration: ca. 9 months, budget: ca. € 100K

More infos and demo-Reel: <http://www.ic-ic.eu/>

**Messe Frankfurt GmbH**

Project: Concept and design of Outlook Online Magazin

Duration: ca. 3 months, budget: ca. € 30K

Project-URL: <http://outlook.messefrankfurt.com/>

**OKAL Hausbau GmbH**

Project: Redesign of Corporate Website, maintenance und development of site (incl. online-marketing)

Duration: ca. 3 years, budget: ca. € 180K

Project-URL: [www.okal.de](http://www.okal.de), [www.okal-karriere.de](http://www.okal-karriere.de)

**SaarLB**

Project: Redesign Corporate Website

Duration: ca. 3 months, budget: ca. € 30K

Project-URL: [www.saarlb.de](http://www.saarlb.de)

**Volkswagen AG**

Project: Digital Service Design & Implementation of Car-Net China

Duration: ca. 9 months, budget: ca. € 400K

Project-URL: [www.vw-car-net.com](http://www.vw-car-net.com)

**Viega Holding GmbH & Co. KG**

Project: Global Rollout of Corporate Websites

Duration: 12 months, budget: confidential

Project-URLs: [www.viega.de](http://www.viega.de)

**Weber Stephen Deutschland GmbH**

Project: Maintenance of product- and corporate websites (incl. online-marketing)

Duration: ca. 9 months, budget: ca. € 70K

Project-URL: [www.weber.com](http://www.weber.com), [weber-anfeuern.de](http://weber-anfeuern.de)

## Education

### > Universität der Künste, Berlin

10/2005 - 01/2008

Degree: Diplom Designer (Electronic Business)

Major field of study: Provision of expertise in the fields of communication, design, management and leadership.

Title of thesis: Usability & Joy-of-Use in der Mensch-Computer-Interaction

(Auditor: Prof. Dr. Dr. Schildhauer, Dipl. Designerin Sylke Holtz; result: 1.3)

### > Medienakademie, Köln

06/2000 - 10/2002

Degree: Mediengestalter Bild & Ton IHK

Major field of study: Basics on visual design, diverse practical experience and theory

### > Universität Köln, Universität Witten-Herdecke

04/1998 - 06/2000

Degree: Vordiplom Economics

Major field of study: Fundamentals of Economics

## Program skills

- \_ MS Office (Word, Excel, PowerPoint)
- \_ MS Project
- \_ Adobe Creative Suite
- \_ Omnigraffle

## Language skills

- \_ English: fluent (Exchange year in Bath, England)
- \_ French: Basics

## Trainings

2018 Service Design Thinking, XDI, Berlin

2014 Scrum-Master at Boris Gloger, Berlin

2010-11 NLP-Practitioner at IFAPP, Berlin

2009 Projektmanagement Certificate xPert, Berlin

## More to know about me personally:

- \_ Born: 1974
- \_ Family situation: Married with 2 kids
- \_ Hobbies: When i'm not online, I love collecting records (since the age of 14 and i still got space for them), like to ride with my Vespa Rally throughout the country side and do some restoration of our cottage in Brandenburg.