

Merlin Zuni

Strategic UX/Brand Designer

Profile

I'm a Navite American / Swiss strategic designer who loves creating user experiences & brand identities.

Get in touch

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Skills

Strategic Design

- *Grasp of Emerging Technologies*
- *Transforming Organizations*
- *Shaping Experiences*
- *Enabling Others*

Brand Identity

- *Strategic alignment*
- *Brand architecture*
- *Sub/Co-branding*
- *Identity design*
- *Workshops*
- *Concepts*
- *Research*

User Experience

- *Information architecture*
- *Web/Product design*
- *Customer journeys*
- *Infographic design*
- *Interaction design*



Experience

<u>Liip</u> Zürich-CH	Senior UX Designer <i>Jan. 2019 – Present</i>	Liip is a self-organized company. I create user experiences for large e-commerce platforms. I'm a creative leader at Liip without being a boss.
Reference —	<u>Hannes Gassert</u>	Co-Founder hannes@liip.ch, +41 78 663 1109
<u>Siroop</u> Zürich-CH	Head of Design & Customer Journey <i>Jan. 2017 – Dec. 2018</i>	Siroop, an online market platform start-up. I managed a team of 5 creatives, lead internal campaigns, aligned with other heads of departments on OKRs.
Reference —	<u>Christian Hauth</u>	Co-Founder christian@air-up.com, +41 79 537 2047
<u>Havas</u> Zürich-CH	Digital Creative Director <i>Jan. 2014 – Mar. 2017</i>	Havas is a global ad agency. I organized the digital side of our client campaigns. I managed clients, stakeholders, digital art directors, and copywriters.
Reference —	<u>Patrick Beeli</u>	Executive Creative Director patrick.beeli@me.com, +41 79 458 8140
<u>Jung von Matt</u> Zürich-CH	Senior Brand Designer <i>Nov. 2011 – Aug. 2013</i>	Jung von Matt is a leading creative ad agency. I lead the conceptual and visual design for international branding projects.
Reference —	<u>Dr. Thomas Deigendesch</u>	Managing Director thomas.deigendesch@jvm.ch
<u>Zürich University of the Arts</u> Zürich	Master of Strategic Design <i>2020 – 2023</i>	Focus on Design Leadership, Design Thinking/Methods, Technologies, and Transforming Organizations.
<u>Holacracy One,</u> Amsterdam	Certified Holacracy Practitioner <i>2019</i>	Facilitation training in tactical and governance meetings using the self-management system holacracy.
<u>Neilson/Norman Group</u> London	Certified UX/ IxD Specialist <i>2015</i>	I studied and passed tests in five separate UX focused modules. My UX certificate is specialized in Interaction Design.
Center of Electronic Arts, San Francisco	Graphic Design <i>1999 – 2001</i>	I studied and received a Certificate in Print and Web Design.