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CARMEN JOHANN

Lead UX/UI Designer | Lead Game Designer

CV SUMMARY

UX & UI project lead with 10+ years' experience in digital products for education, gamification, and serious games. I lead agile, cross-functional teams, shape user-centred systems, and align strategy, quality, and budget. My strength: bridging design thinking, tech architecture, and user research to create scalable, intuitive solutions.

EDUCATION

Aug 2013 — Feb 2016
M.A. Game Development & Research
TH-Köln | Cologne Game Lab | Cologne

Jan 2011 — May 2011
Exchange Semester
California College of Arts | San Francisco, USA

Aug 2008 — Jul 2013
B.A. Integrated Design
TH-Köln | Köln international School of Design | Cologne

TECHNICAL SKILLS

Design & Media

InDesign	●●●●●●
Photoshop	●●●●●○
Illustrator	●●●●○○
Adobe XD	●●●○○○
Figma	●●●○○○
Unity 3D	●●●●●○

Web & Code

Wordpress	●●●●●○
CSS3	●●●●○○
HTML5	●●●●○○
C#	●●●○○○

Project & Collaboration

SCRUM / Agile Methodologies	●●●●●●
M 365	●●●●●●
Trello	●●●●●●
Slack	●●●●●●
Jira	●●●●○○
Azure DevOps	●●●●○○

PROFESSIONAL EXPERIENCE

April 2023 — May 2024
Lead Program-Manager B.A. & M.A. - UX-driven Education
TH-Köln | Cologne Game Lab | Cologne
Directed the design, execution, and continuous improvement of study programs with a focus on user experience, digital workflows, and agile team leadership.
- Designed and optimized modular, user-centered academic programs
- Led cross-functional Dev, QA, PO teams & stakeholder workshops in agile environments
- Managed full program lifecycle, incl. UI flow of academic platforms
- Ensured quality through evaluation frameworks and feedback systems
- Budgets and resource planning for scalable delivery

Aug 2019 — Jan 2023
Lead UX Designer & Product Owner – Serious Games & Digital Health
TH-Köln | Cologne Game Lab | Cologne
Led UX strategy, design & delivery for two federal projects (SOLVE & MASDIGU).
Project SOLVE – UX Leadership
- Lead cross functional teams, delivering user journeys, personas, and UX concepts for teens (12–17)
- Conducted qualitative & quantitative user research and usability testing
- Created wireframes and prototypes based on HCD principles
- Managed agile workflows (Kanban, stand-ups, roadmaps, GDD)
- Designed feedback systems, level flows, and user engagement loops
- Defined system architecture for analytics and interaction design
- Held full budget responsibility and stakeholder reporting
MASDIGU – Product Owner
- Managed a five-person UX team and end-to-end delivery
- Briged clients and development; ensured content quality and UX strategy

Apr 2016 — Feb 2019
Senior UX Designer – Gamification & Interactive Learning
TH-Köln | Cologne Game Lab | Cologne
Scientific UX Lead across federally funded projects (GLARS & EPPSSA) focused on Serious Games, Gamification, and AR-based Learning Systems.
Project GLARS – UX Strategy
- Led ideation and UX concept development for gamified web apps targeting young adults (16–24)
- Planned and conducted user research (various methods) to inform design direction
- Developed UX prototypes and interactive mini-games to support educational outcomes
- Translated research insights into actionable design decisions aligned with project KPIs
Project EPPSSA – UI/UX Lead
- Led UI design and 2D art direction for an AR-based educational game
- Oversaw visual design implementation within the game engine

Feb 2014 — Mar 2016
Junior Game- & UI Designer
Takomat GmbH |Cologne
- Designing interactive 2D/3D user experiences
- Developing UX concepts for client installations
- Collaborating with artists & developers

ENTREPRENEURIAL ACTIVITIES

May 2009 — Present
CEO & Co-Founder

Pixelbeschleuniger | Cologne
Built and led a creative agency focused on UI-centric digital communication, combining design strategy with user interface development across web, print, and social platforms.
- Directed UI/UX strategy for corporate clients,
  (usability, accessibility, brand alignment)
- Led community-driven communication systems and educational media projects
- Managed cross-functional teams
  (design, development, content production)
- Developed scalable design systems and digital style guides for multi-chan-nel consistency
- Handled client relationships, budgeting, and
  delivery of interactive solutions
- Provided strategic consultation on visual identity and user experience for training and e-learning platforms

CERTIFICATION & LANGUAGES

- First Responder, German Red Cross, 2025
- English (C1)
- German (Mother Language)

TEACHING & WORKSHOPS

- Impact Games - What, Why, How?
- Human Centred Design for Designers
- Design Theory - You can not not communicate
- Semiotics - The power of Symbols

MEDIA & AWARDS

2025

Video Games and Mental Health Perspectives of Psychology and Game Design

https://www.transcript-verlag.de/author/johann-carmen-186266/

2021

Rheinland Genial, Produkt-/Dienstleistungsinnovation

https://metropolregion-rheinland.de/innovationspreis/die-pixelbeschleuniger-fc-ug/

2017

Game Jam Sudan

https://www.goethe.de/ins/su/de/kul/sup/---.html

2015

Kulturräume Das Kubia-Magazin, Seite 6 Artikel, Ausgabe /7 2015