

SHORT BIOGRAPHY

“ I was born in Romania and raised in Austria. Since my earliest years, I've been a design and tech enthusiast. At the age of 13, I started to teach myself design tools (Coral Draw 9, Adobe® Photoshop, and Adobe® Illustrator) to create websites, WinAmp Interfaces, and digital art - just for fun.

I have been a design professional for over fourteen years, with a focus on product design. I was fascinated to get my hands dirty in this industry since the beginning of my career, and I appreciate growing every single day since then.

DETAILS

Date of birth: 08 March, 1983
Place of birth: Sibiu, Romania
Relationship: Married
Nationality: Austria
Located: Nashville, TN

Phone: 239.703.9704
Mail: sebastian.froehlinger@gmail.com
Portfolio: www.myflecki.com

LANGUAGES

English ● ● ● ● ●
German ● ● ● ● ●
Romanian ● ● ● ● ●



WORK EXPERIENCES

MAR 2019 - CURRENT | MOBILE DESIGNER

REACHMOBI INC.

Even though my title says mobile designer, I wear many hats at ReachMobi, from product design to quality assurance to data analysis, depending on the situation.

In my first year at ReachMobi, I created new onboarding flows, interactions, and app features vital for ReachMobi's mature products. I worked closely with multiple developer teams of variant products to understand the pain points of development and the current state of these products. Together, we increased retention by 12% to 17% and default rate by an average of 25% across three mature products.

In the first six months of 2020, I worked and launched an IAP/Subscription Strategy that increased ReachMobi's daily revenue by 5%.

The second half of 2020 was all about growth, and we worked very hard thru those challenging times. I was split between four products where I produced wireframes, low-fi, and high-fidelity mockups and designs to get those brand new products off the ground.

FEB 2016 - MAR 2019 | SR. DESIGNER

NAPLES PRINT SOURCE

Design and create advertising campaigns and digital promotional materials for different clients. We were a small team and I was the design department. (part-time 10h/w)

2007 - CURRENT | PRODUCT DESIGNER & CONSULTANT

FREELANCE

Working on B2B Cloud Platforms, Mobile Applications, and Web Applications; UX/UI consulting & user research; Corporate, Brand & Web Design. More Details on www.myflecki.com

JAN 2015 - AUG 2015 | UX/UI DESIGNER & ART DIRECTOR

ADVERTISING AGENCY LILIUM SOLUTIONS

Creating mobile and/or Web Applications, design Websites, Logos, CDs for different companies & clients.

JAN 2014 - JUN 2014 | UX/UI DESIGNER & SENIOR GRAPHIC DESIGNER

ADVERTISING AGENCY WERBELECHNER

Creating mobile and/or Web Applications, design Websites, Logos, CDs for different companies & clients.

JUL 2012 - DEC 2013 | JR. ART DIRECTOR

ADVERTISING AGENCY EDELWEISS

Design Websites, Logos, CDs for different companies & clients.

HARD SKILLS

User Experience & User Interface Design
Proficiency with multiple design tools (Figma, XD,...)
Expertise with Adobe Creative Suite
Mobile App Design (Android & iOS)
Desktop/Web Application Design
User Research
Brand Identity Design & Logo Design
Typography & Editorial Design
Google Analytics Certification

SOFT SKILLS

Communicative
Self-motivated
Working well under pressure
Dealing with difficult situations
Empathy
User-centric mindset
Open-mindedness
Supportive
Attention to Details
Love to get Feedback

EDUCATION & DEGREES

GOOGLE ACADEMY GERMANY

Google AdWord Certification
Google Analytics Certification

ACADEMY OF MEDIA COMPUTER SCIENCE & MEDIA DESIGN.

Graduated in: Desktop publishing, web design, videography, photography, advertising & market communication, personality development, company management

INSTITUTION OF HIGHER EDUCATION

Technical Communications engineering in theory and practice.