

# Pascal Strasche

## Product Designer & Webflow Expert

🌐 pascalstrasche.com    ✉ hello@pascalstrasche.com

### Education

2009 - 2011

#### HAWK University of Applied Sciences and Arts

M.A. Interaction Design

2005 - 2008

#### HAWK University of Applied Sciences and Arts

B.A. Graphic Design

### Skills

Product Design (UI/UX), Web Design, Webflow Development, App Design, Visual Design, Prototyping, Branding, Design Systems, Design Thinking, Design Strategy, SEO, HTML, CSS.

### Toolkit

Figma, Webflow, Photoshop, After Effects, Affinity Publisher & Designer, Trello, Notion, Todoist, Slack, and countless other little helpers.

### Side Projects

2019 - present

#### toools.design

Curating a growing archive of 1,500+ design resources, frequently updated for more than 80,000 peeps/month.

2023 - present

#### uicons.com

Building a growing set of beautiful icons for modern UI's.

### Professional Experience

03/2021 - present

#### Freelance

##### Webflow Designer & Developer

Designing and developing smashing startup websites and landing pages with Webflow for aspirational tech companies like Dealcode, Con Cubo, and Menlo79.

07/2018 - present

#### Freelance

##### Product Designer & UI/UX Consultant

Ongoing gigs for mostly startups and a few agencies from a variety of different fields such as legal tech, conversion optimization, steel, web performance, flower design, fashion, and human resources. Designed numerous websites and landing pages, various SaaS tools, web platforms and apps for clients like Comatch, Expertlead, Jurando, XOM Materials, DressLikeMe, MackeyRMS, Putnam Flowers, konversionsKRAFT, MUTABOR, and more.

01/2017 - 06/2018

#### Orbit Ventures GmbH (Freelance)

##### Senior Product Designer UI/UX

Prototyped and designed apps for clients like real estate company Engel & Völkers and Germany's main railroad carrier Deutsche Bahn. Participated in numerous product discoveries and design sprints in Hamburg and Frankfurt.

10/2011 - 12/2016

#### CELLULAR GmbH (now FFW)

##### Interface Designer & Art Director

As part of the design team in Hamburg, I designed the digital future of some of Germany's, Austria's and Switzerland's largest media and lifestyle brands and in particular their mobile app experiences incl. Red Bull, Tagesschau, ProSieben Sat.1, Playboy Germany, Financial Times Germany, Österreichischer Rundfunk (ORF), Schweizer Radio und Fernsehen (SRF), Neue Zürcher Zeitung (NZZ), TUI Cruises, and many more.