

# NADESHDA DIRING

## DESIGN + PRODUCT MANAGEMENT



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### EDUCATION

#### DESIGN & PRODUCT MANAGEMENT, MASTER OF ARTS IN BUSINESS

09/2012 - 09/2015 Salzburg University of Applied Sciences

Strategic Design, Design Management, Design Leadership  
Thesis: Parenthood as long-lasting relationship towards a product

#### DESIGN & PRODUCT MANAGEMENT, BACHELOR OF ARTS IN BUSINESS

09/2009 - 09/2012 Salzburg University of Applied Sciences

Product Design, Marketing, Market Research, Project Management  
Thesis: Development of a repositioning tool for the care of the elderly

#### ABITUR

06/2008 Freiherr vom Stein Gymnasium Bünde

Main subjects: Mathematics, Physics, German and Economics

### PROFESSIONAL EXPERIENCE

#### FREELANCER, WEB & GRAPHIC DESIGN

since 01/2016

Branding and Corporate Design, Print and Non-Print-Communication,  
Web Design and Development, Illustrations

#### DESIGN INTERNSHIP

04/2012 - 07/2012 Seiffert Design Hamburg

Product development and modelling; Creating Corporate Identity and  
Marketing concepts; Case study in webdesign

#### VOLUNTARY WORK IN THE SOCIAL AND CULTURAL SECTOR

09/2008 - 08/2009 Fokus Familiennetzwerk e.V. Bad Aibling

Assistant to the school management  
Administrative work, Course instructor, Customer service

### SKILLS

#### ADOBE PHOTOSHOP



#### ADOBE ILLUSTRATOR



#### ADOBE INDESIGN



#### MS OFFICE



#### HTML + CSS



#### JAVASCRIPT, PHP



#### RHINOCEROS



#### SOLID WORKS



### PROFILE



DATE OF BIRTH 23 March 1989

MARITAL STATUS Single

NATIONALITY German

### CORE COMPETENCIES

#### DESIGN



Product Design,  
Visual Communication,  
Visual Identity & Branding

#### WEB



Front End Web Development,  
Responsive Web Design,  
WordPress

#### PRODUCT MANAGEMENT



Market Research + Analysis,  
Strategic Product Development,  
Positioning & Marketing

### LANGUAGE SKILLS

GERMAN - native speaker

ENGLISH - fluent

RUSSIAN - basic