



Livia Bigler

Marketer with a background in brand strategy, UX design, production and project management.

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EXPERIENCE

BRAND STRATEGIST & UX DESIGNER SELF-EMPLOYED

Sydney - Bern | April 2018 - June 2020

Work on projects from scratch.
Creating new brand designs, brand strategies and social media campaigns with constant tracking and updates. Creating websites and unpacking the clients needs.
Also been part of an outdoor retail business, as an operation and development manager.

CAMPAIGN MANAGER ENIGMA

Bern, Switzerland | June 2017 - May 2018

Lead for advertising and digital marketing projects with a high focus on budget and timing for international brands. Creating marketing plans, producing and set up campaigns while always keeping the client on top of it.
A big part of my work was also exploration research with a strong focus on UX.

PROJECT MANAGER, DESIGN & MARKETING SRF, SWISS RADIO AND TELEVISION

Zurich, Switzerland | March 2014 - Dec 2016

Project management and strategic planning for the on air and set design of Swiss Television News formats. Accountability, planning and action tracking in timing and budgets as well as broadcast implementation and set producer responsibility.

JUNIOR PRODUCER OMSTUDIOS

Berlin, Germany | Jan 2013 - DEC 2013

Production planning and project management for documentaries, TV commercials and infomercials. In house producer for Starwood Hotel photo movies. In house producer for flying camera drone OMCOPTER.

GRAPHIC DESIGN - POLYGRAPH BLUM CONSULTING GMBH

Berne - Neuchatel, Switzerland | Aug 2007 - Sep 2008

Media Design, Government, The Federal Finance Administration
Media Design, Government, The Swiss Federal Statistical Office

GRAPHIC DESIGN - POLYGRAPH VOEGELI COMMUNICATION AG

Berne, Switzerland | July 2003 - July 2007

Apprenticeship Media Designer. Design, layout, colors, typography, print and design, micro typography, lithography

SKILLS

Project Management	Competitive Analysis
Brand Strategy	Usability Testing
Campaign Management	Design thinking process
Marketing Strategies	Desktop Publishing
Corporate Branding	Print Design
Film & TV Production	User Flows, Wireframes
Content Development	

EDUCATION

USER EXPERIENCE DESIGN

MIAMI AD SCHOOL

Sydney, Australia | Certificate (2020)

ACCOUNT PLANNING, BRAND STRATEGY

MIAMI AD SCHOOL

Sydney, Australia | Certificate (2017)

APPLIED MEDIA - TV PRODUCTION

MEDIA ACADEMY BERLIN

Berlin, Germany | Bachelor of Arts (2010 - 2013)

MEDIA/PRINT DESIGN

DESIGN SCHOOL BERN-BIEL

Bern, Switzerland | Diploma (2003 - 2007)

PROJECTS

PROJECT LEAD - UX PROJECT MANAGEMENT CAMILLE BLOCH CHOCOLATES

Brand website launch

Leading the production and relaunch of three chocolate sub-brand websites for the company. Single point of contact for the client as well as design team.
Design was done during a design sprint.

CAMPAIGN MANAGEMENT / UX RESEARCH BROCKI.CH

Marketing campaign and research

Project- and Campaign Management with strategic planning and UX research for the biggest second-hand store chain and non-profit organisation of Switzerland. Juggling with budget and timing for over 20 stores, creating and tracking campaigns and using A/B Testing.

PROJECT MANAGEMENT SRF, SWISS RADIO TELEVISION

On Air Design & Studio Set Design

Project Manager for redesign of the political TV talk show, including a never seen before 2 floor based studio design and individual per show On Air design.
Working hand in hand with broadcast technicians, designers and set designers.

TOOLS

Adobe CC	Wix & Wordpress
Google Business	Sketch (basics)
Google Analytics	Invision
MS Office	PM tools
Avid	Collaboration tools

LANGUAGES

German: Native tongue
English: Fluent
French: knowledge spoken, written