

# Fred Fahlke

## Resume

### Profile

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Born & raised in Northern Germany, I moved to the Bay Area in 2015 to join the interactive team at Nest. I'm currently working as a product designer at Instagram helping over 30 million businesses to be successful on the platform as well as enabling meaningful connections between people and businesses.

### Professional Experience

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- 02/2017 – present      **Instagram** / Menlo Park, California  
**Product Designer**
- Business Growth (SMBs)
  - Local Business Discovery
  - Business Interactions and Transactions (Profile, Stories, Feed)
- 10/2015 – 02/2017      **Google (Nest)** / Palo Alto, California  
**Interactive Art Director**
- UI/UX Design - nest.com / email / e-commerce
  - Lead - Interactive Design System / Styleguide
  - Visual Storyboarding, Motion Design, Icon Design, Illustration
- 04/2015 – 08/2015      **Jung von Matt** / Hamburg, Germany  
**Digital Art Director**
- Webdesign, Advertising, Creative Concepts
- 03/2014 – 08/2014      **Google (Nest)** / Palo Alto, California  
**Internship Creative – Interactive**
- UI/UX Design - nest.com
  - Visual Storyboarding, Motion Design, Icon Design, Illustration
- 08/2010 – 02/2013      **Peter Schmidt Group** / Hamburg, Germany  
**Internship / Freelance Art Director – Corporate Design**
- Branding, Annual Reports
  - Packaging Design
  - 2D Motion Design
- 07/2010 – 09/2009      **Markenfilm** / Hamburg, Germany  
**Internship – Art Department**
- Treatments, Storyboards
  - Production Assistance

### Education

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- 10/2012 – 03/2015      **Master of Arts** / HAWK - University of Applied Sciences & Arts  
Digital Media and Interaction Design (Grade: 1.27)
- 10/2009 – 03/2012      **Diploma** / Design Factory International  
Communication Design (Grade: 1.1)

### Contact

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Web        **fredfahlke.com**

### Skills

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#### Languages

German (Native)  
English (Fluent)  
French (Basic)

#### Tools

Sketch, Photoshop, Illustrator, After Effects,  
InVision, Origami

### Personal Interests

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Design & Technology, Typography,  
Harley Davidson, California, Electronic Music,  
DJing, Traveling, Basketball, Watersports