



# TINA REHSCHUH

CREATIVE THINKER.  
VISION ENABLER.  
IDENTITY CREATOR.

## PROFILE

Hi, I'm Tina. I am a passionate Strategy Designer and Creative Problem Solver with a drive for professional growth and personal development. I seek out projects that align with my ambitions and that support my commitment to a smarter, more connected future.

My intrinsic desire for development gives me the potential to help design future society for our lives – and to be an active part of that process.

Sounds familiar? I look forward to hearing from you to tell you more about me and how I will fit into your team!

## PORTFOLIO

Let me show you some highlights of my previous work on my website at:

[WWW.DOEINBOOTS.DESIGN/PORTFOLIO](http://WWW.DOEINBOOTS.DESIGN/PORTFOLIO)

## Skills

- Microsoft 365 ★★★★★
- Adobe Photoshop ★★★★★
- Adobe Illustrator ★★★★★
- Adobe Indesign ★★★★★
- Adobe XD ★★★★★
- Adobe Premiere ★☆☆☆☆
- Wordpress ★★★★★
- Google Analytics ★★★★★
- HTML/Css ★★★★★

## Language Skills

- German (native) ★★★★★
- English ★★★★★
- Spanish ★★★★★
- Japanese (ongoing) ★☆☆☆☆

## References

- Client at Doe in Boots Design: Josh Nesseldeher, MD at Nesslog GmbH, joachim.nesseldeher@nesslog.com
- German Pavilion at Expo 2020 Dubai: Tim M. Burlon, Deputy Head of Protocol, +49 157 3205 9309

## Further Education

- [From Digital Technologies to Social Media](#) Program at CURTINX (2021)
- [Professional Certificate](#) in Human-Centered Design for Work at a Distance at UBCx (2021)
- Mooc of the MicroMasters® Program about [Theories of Media and Technology](#) at NYUx (2021)
- A distance learning certificate about online editing and web-blogging at the SGD (2017)

## PERSONAL DETAILS

Nationality: Germany  
Date of Birth: 25.08.1992

## Contact Information

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## EXPERIENCE

### Doe in Boots Design • Self-employed Designer Apr. 2022 – now

I helped the startup bottom-up.city develop solutions for the future of urban neighborhoods. I was responsible for refreshing elements of their brand identity and acted in an advisory capacity for their copywriters and social media specialists. I showed through workshops how to align content and brand attributes with their customer segments to communicate them visually in a targeted way. For another [project](#), I created a brand identity spanning multiple mediums, where I am in charge of the content strategy and its distribution.

### German Pavilion, Expo 2020 Dubai • Protocol Liaison Officer Sep. 2021 – Mar. 2022

Besides accompanying and leading political and economical delegations in German, English and Spanish, I represented the protocol and liaison service at task force meetings that were established to prepare the organization of major conferences at the German Pavilion (eg. the [MoU](#) between The Ministry of Health and Prevention (MoHAP), Merck Serono Middle East, and Manzil Healthcare Services) or the ceremony of the [Germany National Day](#) with its following political and cultural delegation through our Pavilion.

### Doe in Boots Design • Self-employed Designer Oct. 2018 – Aug. 2021

I supported the brand development of energielenker's 'Vision 2025' with creating icons, graphics, slide masters and templates. I was responsible for conducting internal webinars on the client's corporate design as well as the use of Microsoft 365 for creating external presentations and reports. I [supported](#) Nesslog's Business Development by managing their online marketing activities and creating sales material in a visually appealing way.

## LCI Logistics Group International GMBH

### • Transition Team Oct. 2017 – Sep. 2018

I became part of a de-escalation team supporting the launch of a new site. I was responsible for coaching Operations Managers, facilitating Shopfloor Meetings, visualizing process documentation, conducting staff training.

### • Business Development, Corporate Startup 'pakadoo' Oct. 2016 – Sep. 2017

I was in charge of external communication, monitoring Google Analytics, creating sales material, technical editing and supporting the production of user-directed screencasts. I conceptualized a pitch deck, I supported with app deployments and promotion events. This helped the Corporate Startup to demerge into an LLC and win [1st place](#) in a state-run ideas competition.

### • Dual Student Program Oct. 2012 – Sep. 2016

As part of our Employer Branding Strategy, I evaluated the participation in a Best Employer Competition and examined the decision-making process for a smart service to derive marketing implications for our Corporate Startup.

## EDUCATION

### B.A. Design • FH Münster, Germany Oct. 2018 – Feb. 2023

Communications Design • German GPA: 1.4 (92 out of 100)

- [1st place](#) in design competition in cooperation with Amazon Prime Video
- [Thesis](#): Awareness Campaign for the SDG and 'The Traveling of the Future'

### B.A. International Business • DHBW Stuttgart, Germany Oct. 2013 – Sep. 2016

International Marketing • German GPA: 2.5 (80 out of 100)

- Semester abroad at Universidad Pablo de Olavide in Sevilla, Spain
- Thesis: Service Marketing Strategy about an innovative Business Model