



Leonardo Weinreich

Interface Designer & Philosopher

Bē Portfolio: be.net/wnrch (personal projects)

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📍 Halle/Leipzig

🌐 German (native), English (C1 certified)

Experience

From 2023

Ulysses, Leipzig – Senior UI Designer

Writing App for Mac, iPad & iPhone with probably the highest interface design standards in it's market, which is regularly in the spotlight of Apple and the Apple community

2021 - 2022

Capgemini, Berlin – UX/UI-Designer

Participation in the design and creation of a mobile app and web app for the police, together with Apple UX designers as part of an *Apple Enterprise Design Lab*

NRW Police analysis platform for object and case information

Web app with visualizations of internal business data

Boehringer Ingelheim Website - UX Expert Review, competitor research, pain points, UX recommendations

Disaster management & civilian aid - Concept and prototype for a pitch to the Federal Office for Civil Protection

Experiences: agile/scrum working environment, sprints, MVP-design, user-testing with prototypes, design systems, styleguides, design documentations, development handoff, iOS-native design, Google Material Design (Web), logo design, data visualisation, UX evaluation

Education

2023

University of Malmö – Semester abroad with Erasmus+

2020 - Today

University of Applied Sciences Potsdam – Bachelor Interfacedesign

topics covered: basics Interfacedesign, data visualisation, painting and drawing, service design, typography, aesthetics, copyright and media law, 3D design, research on design thinking, iOS conventions, desktop OS UI history, native macOS UI

2021

Mindable Health, Berlin – UX/UI-Designer

Concept, testing and design of new features and UI of a mental health app

2019 - 2020

Mindance, Leipzig – UX/UI-Designer

Designing a B2B mental health app from the ground up; shaping and testing the UX of new app features

2020

Freelance – UX/UI-Designer

High-fidelity Mobile & Web projects

2017

detektor.fm, Leipzig – Internship, Editorial

2015

Studio Ringleben – Internship, Photography

Studio1 Kommunikation – Internship, Marketing

2015 - 2019

Martin-Luther-University Halle – Bachelor Media and Communication + Basics Economics

2014 - 2015

Leipzig School of Design – Design Pre-study

2005 - 2012

Klosterschule Roßleben, Boarding school

Personal achievements

- 2023 Independent exhibitor at the four-day Leipzig Book Fair, the second largest in Germany
- 2022 „I love your work man. It's meticulously well-crafted.“ Hưng CHẾ, commentator on Bēhance portfolio
- 2020 First version of the annually revised book „Rational Philosophy“ published: rationale-philosophie.de
This work is the product of 14 years of research and continuous questioning. It is a precise derivation of the foundations of epistemology and metaethics, and a critical summary of the status quo in the academic community. My goal is to raise a wide range of topics of theoretical philosophy to a new level of understanding and argumentative coherence.
- 2019 Accomplished Central German Marathon
- 2019 9to5Mac, the leading news site about Apple, publishes an article about my macOS UI [concept video](#), which gets 50k views in two days
Craig Federighi, Apple's software development chief, compliments my concept video in an email response
- 2019 My movie-music-videos cut from movie scenes reach up to 10k views
„I have no idea why this works so well. It feels like such a random pairing at first, but goodness it works so well it's making me weep.“ *Shadrach451*

Skills & Tools

- First-class Interface Design, from the analysis of interdependent problems to complex high-fidelity solutions
- UX methods: User Research, Interviews & Testings; Wireframes; Interactive Prototypes
- Deep understanding of the design guidelines for Apple's platforms
- Sketch ❤️

I have a passion for rational and functional design with a high degree of elegance, like an Apple product. I'm also working on advancing the world of theoretical philosophy.

