CAROLINE DOYÉ

GRAPHIC, UX- AND DATAVIZ DESIGNER

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EDUCATION

FH Potsdam, MA Interfacedesign
→ April 2017 – September 2019

research thesis: „An explorative design approach to iden-tify groups of categorical sequences over a very long time period." (Geo Visual Analytic Tools) In cooperation with the Geo-Research Centre Potsdam (GFZ)

FH Aachen, BA Design
→ September 2008 – February 2013

research thesis: "Creating for the Future – More Sustaina-bility in Design"

ABOUT

My abilities include
user experience design, art direction, prototyping, devel-opment & implementation of data visualisation, ideation, concept development & visualisation, corporate design, editorial design, design methods (e. g. design thinking and agile methods), academic research & writing, simplification and illustration

Proficient in
Figma, Adobe XD, Illustrator, ai2html, InDesign, Photoshop, InVision, HTML & CSS, Datawrapper, Carto, RAW Graphs, Tooltip design, Sketch, Principle, handicrafts and project management

I speak
German (mother tongue), English (fluent) and Portuguese (beginner)

My superpowers are
making complex correlations easy to understand; eye for important details; teamwork; ability to grasp and learn things quickly; a strong, never-ending curiosity

EXPERIENCE

Academic Research Website
→ August 2023 – present, Univ Freiburg and Univ Vienna

Recently I completed the website for the academic research project Machiavellian otium, covering visual database modelling for easy access and the entire design process. This included logo design, wireframes, mockups, visual language, creating prototypes to ensure a seamless digital experience across all screen sizes. Collaborating closely with the client and their developer, I leveraged my HTML/CSS skills and knowledge of web building systems to anticipate limitations from the outset.

Bricks Technologies UG
→ 2020 – 2023, Potsdam (Germany)

As a freelance designer at Bricks, I've led and collabo-rated on ambitious projects. From concept to delivery, I focussed on branding, user experience, and visual design, including prototyping for improved usability. With the design team, I established efficient wireframes and visual design systems. Specifically, for the Südkreuz project, we developed a website and app granting residents access to various communal facilities, reflecting modern digital living with features from rental management to digital keys.

Data Visualisation Projects
→ 2013 – present

In my master thesis I explored the possibilities of visualising categorical sequences over extended periods and devel-oped and evaluated a visualisation tool tailored for scien-tists. City in Flux visualises the informal and formal mobility networks in Cape Town. I co-developed the concept, visual interface and data visualizations, as well as prototyped details for effective solutions and analyzed the provided data. As a side project and to refine my data collection and visualisation skills, I engage in several Journal Dataviz Challenge.

Data Visualization Lisboa
→ 2019 – 2023 Founder and organizer

of the "Data Visualization Meetup Lisboa", which has played an influential role in promoting data visualisation in Portugal, through talks, workshops and newsletter on the topic of data visualisation. I created the website in a half-day workshop using my basic web development skills, as well as designed the visual identity.