



CHARLOTTE STROHMEIER

VISUAL INSTRUCTIONAL DESIGN

ABOUT ME

As a psychologist, I combine industrial and organizational psychology with my passion for visual storytelling and education.

My career has focused on enhancing internal communication through visual content, particularly in leadership, change management, and strategy.

Over the last few years I found the perfect alignment of my skills and interests in the field of digital learning. Consequently, I pursued additional training as a Digital Learning Developer, which I completed with an "excellent" rating in September 2023.

Now, I'm actively seeking full-time or part-time roles in this field.

CONTACT INFORMATION

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MY WEB PORTFOLIO

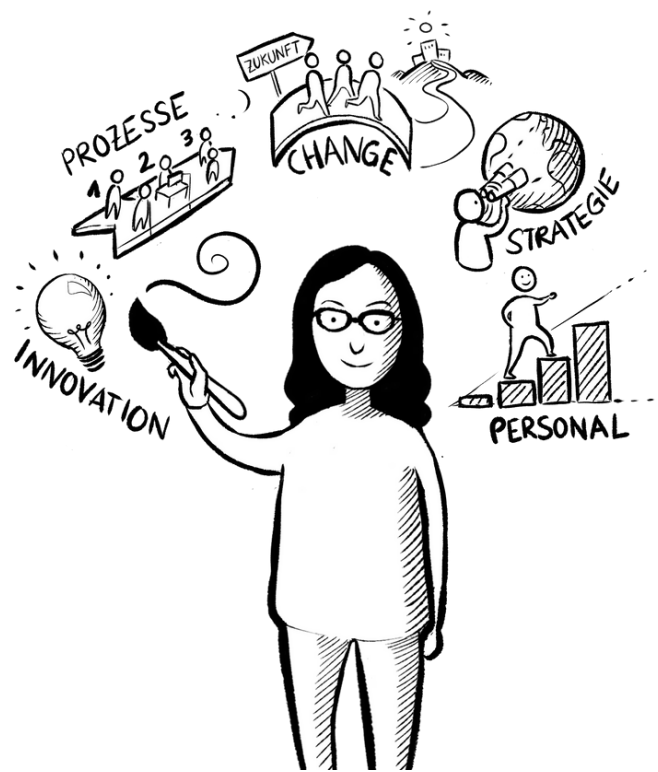
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MINDSET & MOTIVATION

Among other things, I've illustrated production processes for training, sketched the new work landscape live on the big screen in front of 200 employees, visualized strategies with executives in a monastery, scribbled ideas in innovation workshops and coached trainers in visual methods.

I bring a great deal of passion and a bold innovative spirit to the table. My approach isn't just about managing existing methods and programs; it's also about exploring new avenues aligned with your corporate objectives.



EXPERIENCE

EXPERT IN VISUAL INTERNAL COMMUNICATION

**Strohmeier Visual Communication & Facilitation Hamburg,
December 2015 - May 2023**

Freelance work in visual internal communication consulting, strategy visualization, and business illustration for organizations.

I provided consulting, illustration, and hands-on workshop support for clients ranging from startups to global corporations. My work involved creating illustrations, explainer videos, and interactive media for training purposes.

Notable projects include visualizations of a change initiative for a major discount retailer from 2017-2019, developing visualization concepts and creating visual content on workplace safety for EGGER, and visualizing the AVISTRAT vision for the Swiss Federal Office of Civil Aviation.

PREPARATION PHASE FOR MY OWN BUSINESS

September 2015 - December 2015

Preparation for starting my freelance business: Creation of my business plan, exploring financing and networking opportunities, training classes with the IHK Hamburg, creation of website and marketing materials.

TEAM LEAD ILLUSTRATION

DIALOGBILD GmbH, Hamburg, June 2013 - August 2015

I provided leadership to the illustration team, fostering process improvements and maintaining rigorous quality standards.

I actively drove the ideation, development, and execution of innovative products, contributing to our ongoing success.

For example, I initiated the "scribble training" program for our clients and authored and illustrated the accompanying "scribble book", which offers comprehensive drawing tutorials and guides specifically tailored for business visualization."

ILLUSTRATOR

DIALOGBILD GmbH, Hamburg, December 2011- August 2015

As an illustrator I specialized in crafting and creatively executing DIALOGBILD-media for businesses. This was usually in close cooperation with our consultants but also sometimes with me in a dual role as illustrator and consultant, as was the case in my projects for BMW, Toyota and Bombardier.

My responsibilities also included designing and conducting workshops, live illustrations, scribble training, and graphic recordings.

I was responsible for the creative execution of projects for several significant clients including Bombardier, BMW, Toyota, Deutsche Bahn, AstraZeneca, Siemens Healthcare, and DekaBank.

ILLUSTRATOR

freelance, Hamburg, 2009-2011

I began my career as a freelance illustrator, creating commissioned works for private individuals and businesses, ranging from portraits to webcomics.

My artistic journey commenced in traditional media, later transitioning to digital illustration. Throughout this transition, I acquired proficiency in a wide array of digital illustration tools and graphic design software.

EDITOR, WRITER

University of Hamburg, 2008-2010

Freelance work in science communication for the eJournal "Wissenswert", specializing in making research findings on values accessible to a broader audience.

I was a founding team member and crafted the journal's logo.

I specialized in values from an international perspective, values and conflicts, as well as values and family.

STUDENT ASSISTANT

**Research project "Scientific Cultures",
University of Hamburg, 2006-2009**

Participation in questionnaire development, data collection and data analysis, writing of the research article, presentation at the International Congress of Psychology 2008

**"Back to Balance", University Hospital
Hamburg Eppendorf, 2004-2007**

Cognitive-behavioral intervention for patients with chronic back pain. Participation in kick-off workshop, creation of train-the-trainer materials, evaluation, data analysis.

TRAINER

Seminars 360°, Hamburg, 2004-2006

I conducted presentation training and job application training as a freelancer.

EDUCATION

DIGITAL LEARNING DEVELOPER, BOOTCAMP

3.5 months full-time training, May-September 2023
WBS Training, Hamburg / remote

I completed a digital learning development training program. Following the ADDIE cycle we studied several topics and translated them into our weekly practical projects using various authoring tools (e.g. Articulate 360, Adobe Captivate), learning management system (Moodle), and other appropriate software.

This program also helped me build a professional network with fellow digital learning developers from diverse professional backgrounds. We stay connected through a monthly online meetup, LinkedIn group, and contact profiles for knowledge sharing.

I got my certificate with a "sehr gut" ("excellent", score of 100%).

PSYCHOLOGY (GERMAN DIPLOM / MASTER'S DEGREE)

University of Hamburg, 2000-2009

Specializations: Industrial and Organizational Psychology, Educational Psychology
Minors: Political Science, Islamic Studies

Diploma thesis: "*Values and Religiosity of Egyptian and German Christians and Muslims*" (written in English), based on research conducted in Egypt and Germany.

German "Diplom" with an average of 1.1 (equivalent to a 4.0 GPA master's degree)

STUDENT RESEARCHER IN THE "VALUES & BEHAVIOR" PROJECT

European Summer School in Cross-Cultural Psychology, 2007
in Leie, Estonia

Participation in the workshops and seminars in Estonia.

Conception and later implementation of an international study on the topic of "Values and Behavior". We were able to present the results at the International Congress of the International Association for Cross-Cultural Psychology (IACCP) in 2008.

Publication of "Values and helping behavior: A study in four cultures." in International Journal of Psychology, 2014/15.

DAAD FOREIGN SCHOLARSHIP EGYPT

Kalimat Language and Cultural Centre
winter semester 2005/06 in Cairo, Egypt

370 hour language course Modern Standard Arabic (MSA) and Egyptian dialect. At the same time carrying out data collection for my diploma thesis.

The scholarship was granted by the DAAD - German Academic Exchange Service.

GYMNASIUM BARNTRUP

Advanced classes: English and art
Abitur in 2000

High school diploma (Gymnasium) with a grade point average of 1.2

LANGUAGES

German native speaker
Fluent in English
French & Modern Standard Arabic
basic skills

INTERESTS

Video games
Travel & Cultural History

SOFTWARE

E-Learning

- Articulate 360
- Adobe Captivate
- H5P & Lumi
- iSpring Suite
- 7taps
- Moodle
- Genial.ly
- Twine

Creation

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Affinity Designer
- Clip Studio Paint
- DaVinci Resolve
- Canva
- MOHO Animation

Collaboration & Office

- Microsoft Office
- Google Workspace
- Teams & Zoom
- Trello & Notion
- Slack
- Discord
- Miro & Conceptboard

SKILLSET: INSTRUCTIONAL DESIGN

Managing Digital Learning Projects

Proficient in planning processes using both the ADDIE and SAM models to ensure efficient and effective learning projects.

Needs & Target Audience Analysis

From target group personas and action mapping to the creation of measurable learning goals according to Bloom's taxonomy: I ensure that learning programs are needed and address the right issues.

User-Centric Design

Leveraging principles from UX/UI and design, I optimize digital learning materials to deliver an optimal user experience.

Classic E-Learning With Authoring Tools

Skilled in designing a wide range of interactive digital learning content, from extensive courses to microlearning, with formative and summative assessment.

Gamification & Game Based Learning

Expertise in integrating gamified elements to enhance interactivity and engagement in learning.

Scenario-Based Learning

Proficient in creating practical, immersive learning experiences with a focus on real-world application through visual, meta-linear storytelling.

Learning Management Systems (LMS)

Implementation & Evaluation

Adept at implementing content within LMS platforms, particularly Moodle, and well-versed in both qualitative and quantitative evaluation methods and statistical analysis.

SKILLSET: VISUALIZATION

Illustration

Proficient in creating various illustration formats, from cartoons to interactive infographics, adapting to the subject matter, target audience, and application. Whether it's conveying information straightforwardly or infusing a touch of whimsy, I ensure effective visual communication.

Storyboarding

Skilled in developing visual storyboards to provide stakeholders with an early product preview.

Visual Facilitation

Experienced in creating workshops that utilize visual techniques to enhance understanding, creative problem solving and participant engagement.

Graphic Recording & Sketchnoting

Adept at producing visual records for meetings, workshops, and events, whether in analog or digital formats, to capture and communicate key insights.

Explainer Videos

Proficient in creating concise videos that simplify complex topics using dynamic drawings and narrated content, making concepts easily digestible.