



EDUCATION

Self-educated graphic designer

20 years of experience as a freelance designer, working with a wide range of clients and producing a variety of digital and print assets – from banner ads, logos, and flyers to websites, books and magazines.

MSc Spatial Designs & Society

Roskilde University, 2018–2020

Customer & user experience research, design ethnography, design processes, design thinking, GIS

BSEd Secondary Education

University of Kansas, USA, 1987–1991

LANGUAGES

English —————
Spanish —————
Danish —————
Catalan —————

INTERESTS



Why Denmark? I grew up in the United States (Kansas City), studied to be a Spanish teacher, and then moved to Barcelona to get some experience teaching English “for a year or two”. I ended up staying for over 20 years and learned three other professions along the way. I’ve long had a special love for Denmark and in 2018 I jumped at the chance to come here on a master’s program and build upon my design skills. I have an EU passport and am based in the Copenhagen area.

Derek Zinger

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VISUAL COMMUNICATION

For twenty years I’ve served as the “design department” for small businesses, helping them to craft and maintain their visual identities on paper and screen. As a newly-trained user researcher, my approach is strongly user-centric, and I have a number of complementary competencies – from strategic thinking and data analysis to solid public speaking and presentation skills.

CORE SKILLS

🖱 Web design 🖨 Brand identity
📄 Print design 🖼 Image editing
📑 Layout ⚙ Logo design
Aa Typography

SOFTWARE

Adobe InDesign, PSD, Illustrator
Affinity Photo, Publisher, Designer
Web HTML, CSS, Bootstrap, WP
Other Mailchimp, iWork, Office

FREELANCE CLIENTS & RESPONSIBILITIES

Helbling Languages, Austria 2017–2020

Collaborated with another designer to design and lay out a series of adult-level ESL textbooks for the international market.

IPA Productions, Barcelona 2006–PRESENT

Rework, improve and maintain the graphic image for a successful educational theater company. Conceptualize, design and lay out a wide variety of printed materials, including the yearly brochure, magazine ads, show invitations and tickets, teaching materials and stationery. Design, develop, and maintain the website.

iT’s Magazines, Barcelona 2000–2008

Conceptualized, designed and laid out a wide range of printed materials for a small publisher specializing in educational materials. Projects included magazines, booklets, ads, posters and logos.

Vector3, Barcelona 2001–PRESENT

Conceptualize, design and lay out a variety of electronic and print material for a company in the broadcast technology industry. Projects have included brochures, ads, flyers, logos, technical diagrams, TV screen mockups, image retouching, web banners, assisting with website design and coordinating jobs with printers.

OTHER PROFESSIONAL SKILLS

🔍 User research & design ethnography ⚙ Analysis & advice on design processes
📄 Qualitative data analysis 🗺 GIS & mapmaking
➡ Public speaking & presentations ✓ Proofread and correct written English