

ULESHKA ASHER STUDIO

ULESHKA ASHER

* 07 / 06 / 1977 in Germany

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KEYWORDS

communication

project positioning

group learning

innovation competence

project management

community management

WORK EXPERIENCE

since 2013

Workshops & teaching: Design Thinking formats (for corporates) & Project Management (for Creatives)

since 2011

Consulting & Project Positioning

Communication strategies and execution

Project management

Inspirational Speaker / Project Ambassador

2004 - 2011

Blog and book author (focus on art and design)

since 2000

Graphic Design / Webdesign / art direction

CERTIFICATES

- social media management

- Web development for social media tools

- Online Marketing Consultant Conversion and Usability Optimiser

STUDY

1998 - 2003

Pforzheim University

Visual Communications (Diploma / Designer)

2001 summer academy

University of Hamburg

Japanese Level 1

LANGUAGES

German (mother tongue)
English (proficient speaker - C2 level)
Japanese (JLPT level 3)
French (Basic knowledge - A2 level)

SOFTWARE

Photoshop / Affinity, Indesign, collaboration and agile project management tools (e.g. Evernote, Trello, Slack, Miro, Google Docs, Asana), Microsoft 365, social media standards, Wordpress

PROJECT SELECTION

current - since 2020

Lecturer in Project Management for Creatives at **UE (former BTK)**

Time management, agile tools, cyclical processes, budgeting, stakeholder management, work flow, communication methods (remote and on site)

Since July 2020

Educational project: website for a museum about garbage **Müll-Museum Soldiner Kiez**

current - since 2019

Communication for the platform Netzwerk Zukunftsorte

Exploring new forms of rural life: newsletter, creating and holding presentations, interdisciplinary workshops, founding a peer-to-peer learning class for upcoming communities

August 2019

Design Thinking Workshop for Sumitomo Corporation's Innovation Week

November - December 2019

Vision, positioning, internal und external communication guidelines for the Berlin music startup **Majestic Casual**

2018 - 2019

Project management and communication lead for startup UNUM

Internal and external communication strategies, community building and stakeholder management for a platform that makes empty urban spaces accessible through sustainable technologies

2016 - 2018

General Marketing and Communications Manager at Zalando

Experience in digital processes, data analysis, customer orientation, target groups and communication strategies for a large company

2011 - 2016

Lecturer for positioning and communication strategies at various Berlin universities (UDK, HTW, AID)

February 2014

Visionary and discussion leader of the Japanese delegation @ Resonance Conference (now NION.berlin)

Multi Stakeholder Dialogue Session about open systems for urban development

2003 - 2011

PechaKucha Night Tokyo and Berlin

Promoting the format, author and community ambassador of PechaKucha Night (concise, inspiring presentation events in now over 1000 cities worldwide) - a kind of "bottom-up TED"

April 2009

Move to Berlin, after 8 years in Tokyo

2008 - 2009

Publications: Book author - Between Art, Lifestyle and Design, Gestalten

LosLogos, Tangible, Vania, Playful Type - all multiple published bestsellers

2004 - 2009

Founder / Editor-in-Chief of the international blog & design hub PingMag

Editor-in-chief, development & management of an international core team (Japanese & international) and 30 freelance journalists. PingMag was chosen by many as "Asia's most influential design blog", was considered the "international arrival point" in Tokyo and pioneered many of the following Japanese-international projects.

2002 - 2005

VJ / audio-visual installations as Artist Duo JIN for clubs, events, installation for the group exhibition D-Day at the Centre Pompidou, Paris

Happy to hear from you via contact@uleshka.com or [LinkedIn](#)

THANK YOU

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