

Henning von Vogelsang is an entrepreneur at heart.

He writes articles on Medium and in other publications, about psychology, society and business.

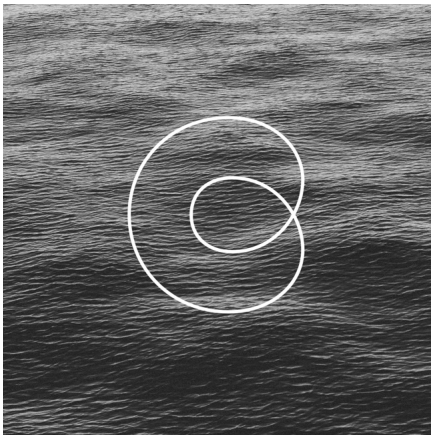
“He’s a thought leader.”

Simone Ospelt, Co Agency

Design Thinking, product & service models, experience and interaction design are some of Henning’s expert areas.

10 years + experience in UX, research and product development.

Strengths are logical thinking, innovation and finding solid solutions, combined with a strong intuition for the best possible experience.



Henning knows how to create strong customer/product relationships, the traction that makes people want to buy a product or service repeatedly.

Identity, brand, product and authentic storytelling are shaping a lasting relationship between customers and products or services.

Skilled in *leading teams*, achieving ambitious business goals and directing projects.

“Don’t be afraid to ask the right questions. Especially if they are challenging the status quo.”



**2016 to present**

Collaborative partnership between *Core* and digital marketing company *Co Agency* in Liechtenstein, offering clients a combination of product development and growth marketing.

Leadership, market research, strategic development, analysis and strategy, value proposition development, user experience research and design thinking concepts. Mentor at *Ideenkanal Liechtenstein*.

**Results**

- 400% increase of sales with ongoing, exponential business growth rate
- 5 big UX projects in 3 months, including research, analysis, strategy and UX development
- Successfully introduced new products, such as Core Quick Services

**2014 to 2016**

Consulting, strategic development and execution work as *Core* for startups in Sydney, Australia:

ConX, Mad Island Sports, Code Camp, Trioxis (stealth job platform), Gofar. Strategy development, market analysis, product positioning, user experience concepts, interaction design, user testing. Created product idea for *Join*, for Startup *River*. Speaker for *General Assembly* in Sydney in 2016.

**Results**

- Developed product positioning strategies for startups, successfully differentiating them from competitors
- UX research with analysis and recommendations for startups, complete with user journeys and wireframe development
- UI development for mobile apps

**2010 to 2014**

Consulting and execution for international clients as *Core*: Belkin International in Los Angeles, Durst Phototechnik in Italy, clients in London, Berlin and Zurich.

Customer research, user experience concepts, interaction design. Speaker at Dutch innovators and entrepreneur group *Visionscapers*.

**Results**

- Research, customer interviews, analysis and development of personas, user journeys, wireframes
- UI development, Web positioning and marketing, identity and brand projects
- Successfully improved the UX of a Belkin consumer product

**2007 to 2010**

Digital Director role at JWT Switzerland and TBWA Switzerland, member of the management board at TBWA Zurich. Work for client accounts from SBB, Nestlé, Mars, speaker at conferences by Microsoft and at economic forums.

Prior to 2007: Senior Consultant at Namics Switzerland, strategy lead, creative director, copywriter, art director in advertising and marketing agencies. Education in Graphic Design at Schule für Gestaltung St. Gallen.

**Results**

- Consulting and development, testing of experience concepts for the Swiss Railway Association, RADO, Mars, Nestlé, Coop, banks, a jewellery and watch store chain
- Concepts for marketing and brand (digital and offline media) for Microsoft, Nestlé, Coca-Cola, Audi, Jaguar, Telez, Wir Eltern, a Swiss publication house