

Frederik Wollnik

Brand & Digital Content Designer

[View portfolio online ↗](#)



About me

I design brand and digital content for corporate communications - and I care about what it's meant to achieve, not just how it looks. Trained as a Mediamatiker EFZ through the bildxzug network across three companies - customer service at WWZ, graphic design at Lustenberger & Dürst, and two years in EMEA marketing communications at Siemens Healthineers - working in English with colleagues across the region.

Frederik Wollnik

Brand & Digital Content Designer

frederik@wollnik.ch

+41 76 749 73 39

Lucerne area, Switzerland

Skills

Graphic Design & Layout

Video & Motion Design

UX / UI Design

Project Coordination

Audio & Podcast

Photography

Content

01 – Rebranding Rollout EMEA

Adapting a region to a new identity, one asset at a time.

02 – Onboarding Film for Steinhausen Site

Ten days, one film, for every new employee on site

03 – Booth Wall Designs for the EMEA Region

From artwork to print-ready – for booths across the region.

04 – Customer Testimonial Video Recording

Filming where the work happens: on site at a Swiss hospital.

05 – Internal Roles Podcast

Broadcast-quality audio, recorded a continent apart.

06 – Concept Project: Rebranding + Campaign Seetal Tourism

From audience analysis to app UI: strategy first.

01 – Rebranding Rollout EMEA

Adapting a region to a new identity, one asset at a time.

Client

Siemens Healthineers International AG

Timeline

2025 (rebrand) → 2026 (brand update, ongoing)

Team

2-3 designers (EMEA)

My Role

Asset adaptation, redesign and production; print coordination; internal brand support

Tools

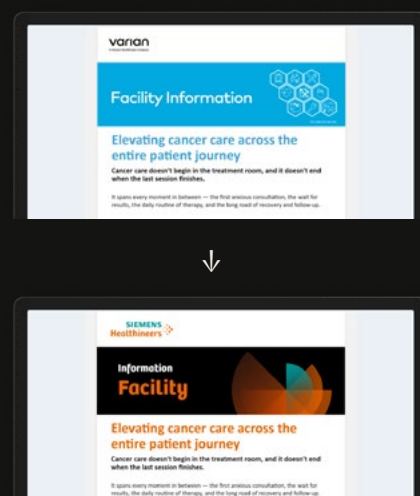
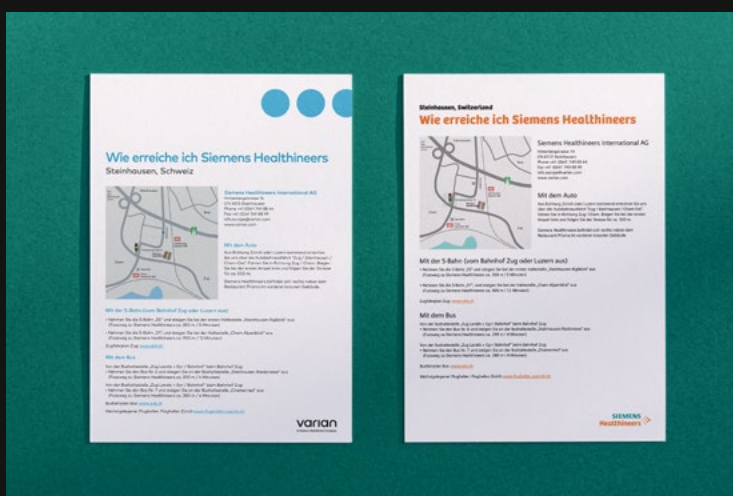
Adobe CC, PowerPoint

The Challenge

When Varian became A Siemens Healthineers Company, every asset in the EMEA region had to follow - a phased programme running throughout 2025. Everything had to sit consistently within a global brand system, in close coordination with stakeholders across the region.

What I delivered

As part of a small design team, I adapted, redesigned and produced trade show graphics, presentations, print materials and digital banners. Beyond production, I built reusable templates that let colleagues across the region create on-brand materials independently, and acted as an internal point of contact for brand questions. Since early 2026 the work continues into the Siemens Healthineers brand update - now applied at every trade show and across all newly produced graphics.



02 – Onboarding Film for Steinhausen Site

Ten days, one film, for every new employee on site

Client

Siemens Healthineers International AG
Steinhausen Site

Timeline

10 days, end-to-end

Team

Solo

My Role

Concept, audience definition, filming,
motion design, edit, documentation

Tools

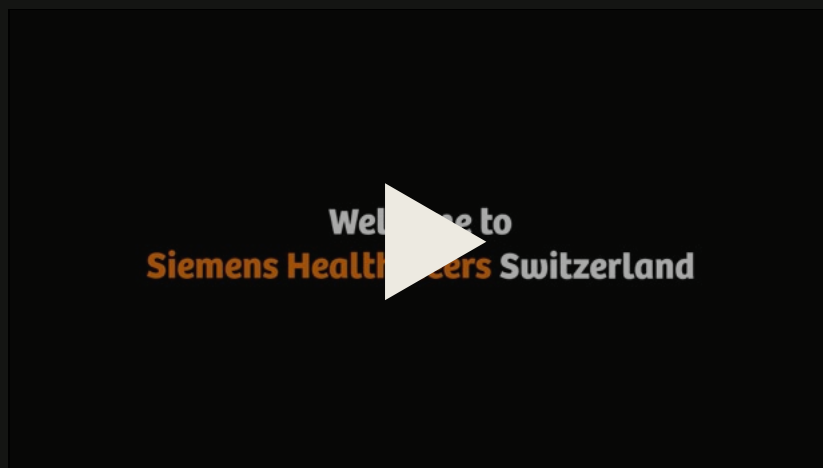
Camera, gimbal & Adobe CC

The Challenge

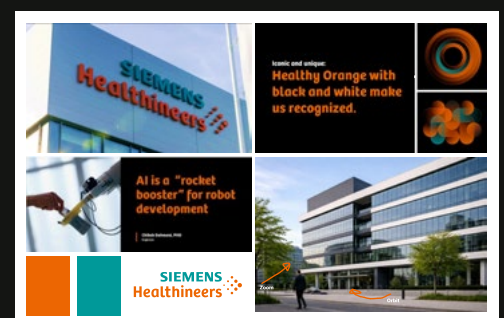
New employees arrive with questions no slide deck answers: the film had to welcome, orient and set the tone for the site – for every new hire, regardless of role. Mid-production, sensor dust forced a re-shoot of all exterior footage; root-cause analysis, sensor cleaning and a tight re-shoot kept the quality and the deadline.

What I delivered

The complete film, end-to-end in ten days – from audience definition and concept through filming and motion design to the finished edit and full project documentation. It is now part of onboarding for every new employee at the site.



Click here to watch the video ↗



03 – Booth Wall Designs for the EMEA Region

From artwork to print-ready – for booths across the region.

Client

Siemens Healthineers International AG

Timeline

2024 – 2026

My Role

Design, artwork production,
print-ready data, supplier coordination

Tools

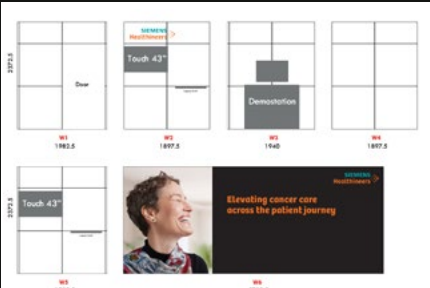
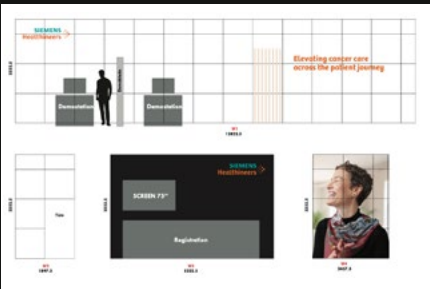
Illustrator, InDesign, Photoshop

The Challenge

Translating marketing messages onto the available surfaces of international booths legible from a distance, consistent across panel sizes, and true to both the corporate design guidelines and each campaign's communication goals.

What I delivered

Graphics for international trade show booths and digital events across EMEA - from initial layout to print-ready artwork, coordinating directly with print suppliers on specifications, proofs and deadlines. It taught me to treat production constraints as part of the design, not an afterthought.



04 – Customer Testimonial Video Recording

Filming where the work happens: on site at a Swiss hospital.

Client

Siemens Healthineers International AG
& fmi Hospital Interlaken

Location

fmi Hospital, Interlaken

Team

2-person crew

My Role

Supporting video and audio production

Tools

Camera & audio kit, gimbal & lighting

The Challenge

Filming in a working hospital means adapting constantly – to clinical schedules, restricted areas and the people whose day you are borrowing – while capturing the staff, the MRI system and the customer interviews at consistent quality.

What I delivered

As part of a two-person crew, I supported video and audio production throughout the shoot. The result had to feel calm and credible – because in MedTech, trust is the product.



Click here to watch the video ↗

05 – Internal Roles Podcast

Broadcast-quality audio, recorded a continent apart.

Client

Siemens Healthineers International AG

Timeline

2024 – 2026

My Role

Technical production: recording setup,
remote sessions, audio post

Tools

Audition, audio kit & Riverside.fm

The Challenge

Interviews ran on site and remotely – the host in Switzerland, guests as far away as North Africa. Every setup had to deliver consistent, broadcast-quality audio, and the conversations had to stay natural, compact and pleasant to listen to.

What I delivered

The technical production end to end: recording setup, remote sessions and audio post – tested, prepared and troubleshooted before anyone pressed record. Along the way condensing conversations so the substance survives the edit.

06 – Concept Project: Rebranding + Campaign Seetal Tourism

From audience analysis to app UI: strategy first.

Client

School project, fictional brief for Seetal Tourism

Team

4

My Role

Audience analysis, repositioning, app concept, UI/UX for web and app, pitch presentation

Tools

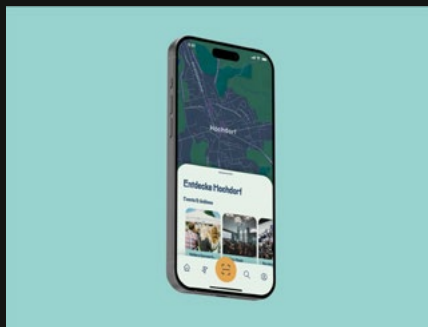
Figma, Adobe CC

The Challenge

Developing a shared brand strategy for a Swiss tourism region that speaks to distinct audiences – and stands apart from established destinations.

What I delivered

The strategic foundation – audience analysis and repositioning - translated into an app concept and the UI/UX design for web and app, presented in the final pitch. This is where the two halves of my training meet: the marketing question, answered with an interface. And it is the direction I want to grow in – deeper into UI/UX and product design, bringing the brand perspective with me.



Say hello.

frederik@wollnik.ch ↗

+41 76 749 73 39

Luzern Area, Switzerland