

PROFILE

I am a curious and empathic person who is currently working as a UX / UI designer at Calida. I have a passion for understanding people and thrive when I can use this understanding to develop beautiful products that improve the way we live.

SKILLS

Figma

Adobe XD

Wireframing

Prototyping

User research

Data analytics

Stakeholder communication

CERTIFICATES

UX Design - Professional Certificate @ Google

02/2023 - 07/2023

LANGUAGES

German - native

English - fluent

Spanish - good

PROFESSIONAL EXPERIENCE

Junior UX / UI Designer @Calida Group DGTL

User Research with a focus on usability studies. // UX as well as UI Design for Calida's and Aubade's online shop including development handoff. // Stakeholder communication including design pitches and presentations.

10/2023 - present | Bruckmühl

Freelance UX & UI Designer

Currently improving both UX and UI design for a wedding planning website and a website for construction site monitoring and assessment.

09/2023 - present

Consultant Brand Insights @Kantar

Brand tracking for global clients. // Management of the project life-cycle from survey design to data analytics. // Preparation & presentation of brand reports to our clients. // Ongoing client support.

10/2021 - 03/2023 | Frankfurt

Working Student Product Marketing @Allianz Global Investors

Worked on fund and strategy presentations as well as white papers with a focus on sustainable investments in German & English. // Coordinated content with product managers. // Supported pan-European campaigns.

07/2020 - 03/2021 | Frankfurt

EDUCATION

MSc Management @University of Mainz

Thesis: 'Aging employees in the age of digitalization' using quantitative data analysis. // Exchange semester @ University of Groningen, NL. // Grade: 1.5 (German grading).

2018 - 2021 | Mainz

BA Cultural Anthropology & Economics @University of Frankfurt

Major in Cultural Anthropology, researching social behaviour by using qualitative research (mainly interviews & observations in the field). Minor in Economics.

2014 - 2018 | Frankfurt

VOLUNTEERING

Voluntary work @Enactus.ev

Enactus is an international student initiative focusing on establishing sustainable & self-sustaining social projects // Developed & supported a weekly held workshop for refugees to promote their German language skills, integration, & creative abilities.

2014 - 2016 | Frankfurt