

## Product Designer based in Berlin

Product designer with over 4 years of experience in startup environment and a background in visual art. Skilled in juggling multiple projects and differentiating problems from symptoms to deliver detailed, strategic design solutions.

## Experience

### Jan 2022 – Apr 2026 / Product Designer at KUGU

- conducted exploratory user interviews to align user goals with business goals
- redesigned the information architecture based on interview findings and following a real world model
- redesigned the visual language of B2B platform from scratch in 3 months collaborated with PMs, stakeholders and developers to provide a clear scope for first launch of new B2B platform
- conducted small, focused interviews to evaluate design ideas
- supported the FE developers in understanding the design and participated in refinement discussions between product, backend and frontend

### Feb 2021 – Dec 2021 / Freelance UX/UI Designer

- Conducted research, competitive analysis, heuristic evaluations and user interviews to draw an overall product strategy for new and existing products
- Created compelling visual identities and extensive design languages

### Jul 2021 – Sept 2021 / Freelance UX/UI Designer at METAXU

- Pitched design ideas for new website launch (Web3) to better communicate to users the concept of tattoos as NFTs
- Improved the onboarding for both blockchain enthusiasts and newbies

### Sept – Nov 2018 & 2019 / Graphic Designer at DICE Festival Berlin

### 2014 – 2020 / Freelance Photo & Video Documentation of Art Projects

## Education

### Aug 2020 – Jan 2021 / CareerFoundry UX Design Course

### 2012 – 2014 / Master of Fine Arts “Public Art & New Artistic Strategies”, Bauhaus- Universität Weimar, Germany