

# Hello, I'm Helena Maria Pfisterer

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## Senior Product Designer

I am a Product Designer with over 12 years of experience in digital design, specialising in websites, digital platforms, and mobile apps. I am passionate about creating high-quality, user-centered platforms that are intuitive and engaging, and ultimately enhance people's daily lives. I believe a well-designed product should feel self-explanatory, making complex interactions seamless and enjoyable.

My background in fine art, calligraphy, photography, and print design has shaped my creative approach, while my curiosity about technology and human behaviour drives me to explore the logic behind great design.

What interests me most about User Experience is the psychology behind it—how people think, behave, and make decisions. My empathetic nature helps me create products that are not only functional but also easy and fun to use. I am always eager to learn, grow, and adapt, believing that great designs evolve with curiosity, research, and continuous improvement.

## Professional Career

### Senior UX & UI Consultant

CBTW GmbH (Berlin, Germany) | 04.2021 - 05.2025

- Led end-to-end UX/UI design projects across multiple industries, delivering user-centered digital platforms, apps, and websites
- Improved product conversion and underpinned design decisions by conducting quantitative and qualitative user research, stakeholder interviews, user testing, and data-driven A/B testing
- Created seamless digital experiences by closely collaborating with product managers, developers, and business analysts, and other stakeholders, in Agile teams
- Effectively improved products and led innovation through workshops and stakeholder management by defining product visions, visualising customer journeys, and identifying user pain points
- Ensured consistency and scalability across products by developing and maintaining design systems
- Successfully implemented accessibility standards in compliance with WCAG 2.2, making platforms inclusive and accessible for everyone
- Helped teams to adopt best practices for lean, iterative product development by advocating user-centric design principles and manifesting UX maturity

### Senior UX & UI Designer

10X Innovation GmbH (Berlin, Germany) | 04.2018 - 09.2020

- Designed and launched online stores for new food & beverage brands, helping them succeed in the market
- Increased sales conversions by making e-shops more user-friendly and improving the checkout experience
- Accelerated product launches by building and managing Shopify & Shopware platforms
- Refined customer experience by running user research and usability tests, leading to smarter design choices
- Built strong brand identities by designing both digital and print marketing materials
- Participated in Design Thinking workshops, helping teams brainstorm, test, and improve new ideas

### Web Designer

plista GmbH (Berlin, Germany) | 02.2016 - 03.2018

### Digital Designer & Team Lead

stoneshot Ltd. (London, England) | 06.2012 - 09.2015

## Education

### Bachelor of Applied Computer Science & Digital Media

Technical University Brandenburg | 09.2007 - 02.2011

### ERASMUS study & work abroad in Valencia, Spain

Polytechnic University of Valencia | 09.2009 - 08.2010



## Certifications

**Usability & User Experience I**  
cimdata Bildungsinstitut | 12.2020

**User Experience II & Design Thinking**  
cimdata Bildungsinstitut | 01.2021

## Spoken Languages

German	Native
English	Fluent
Spanish	Fluent
Portuguese	Advanced
French	Intermediate

## Hard Skills

### UX design

Strategy, Stakeholder Maps, User Interviews, Customer Journeys, User Flows, Information Architecture, Wireframing, Prototyping, A/B Testing, Usability Tests, Psychology in UX, Inclusive Design

### UI design

Visual Design, Design Systems, Prototyping, Interaction Design

### Design Thinking

### HTML, (S)CSS

### Brand design

## Soft Skills

- High attention to detail
- Structured & well organised
- Team-oriented
- Enjoy mentoring & supporting others
- Very ambitious & curious
- Never stop learning

## Tools

Figma Sketch MIRO FigJam  
Adobe CC Webflow JIRA

## Personal Interests

- Photography
- Modern calligraphy
- Macramé & decorating
- Salsa dancing
- Singing