

Iveta Macijauskaitė

UI/UX Designer

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PROFILE

I'm a passionate designer with 3+ years of experience, currently based in Vilnius, Lithuania. I bring an international background and a collaborative, detail-oriented approach to my work. I combine analytical thinking and creativity with a strong focus on user needs, usability, and research.

EXPERIENCE

User Experience Designer

Interhyp Gruppe

April 2025 - March 2026 · Munich, Germany

- Responsible for UI/UX design of mortgage websites
- Rebuilt modules into responsive and flexible structures, enabling easier content creation and layout management within a CMS
- Contributed to the development and maintenance of design systems and guidelines
- Improved accessibility (A11Y) compliance across interfaces
- Conducted UX research, behavioral analytics, and usability testing to identify user pain points and inform UX improvements
- Collaborated closely with designers, developers and product owners
- Designed and prototyped an AI-driven fintech platform concept for mortgage self-service (B2C) as part of my Bachelor's thesis, focusing on trust, transparency, and user control

UI/UX Designer & Frontend Developer

Possehl Analytics

March 2021 - July 2023 · Augsburg, Germany

- Designed and developed landing pages, web platforms and mobile apps at a data analytics (IoT) B2B startup
- Focused on data-heavy dashboards and device monitoring interfaces
- Collaborated closely with designers, developers, product owners and international steakholders

EDUCATION

Bachelor's Degree in Information Science and Media Design

Technical University of Applied Sciences Augsburg

2022 - 2026

Academic Exchange in Strategic Communication

Yuan Ze University Taiwan

Sept. 2024 - Jan. 2025

Computer Science Studies

University of Augsburg

2018 - 2022

Certified UX & Usability Specialist

Experience Design Institut

April 2021

Languages

- Lithuanian (native)
- German (C2 level)
- English (C1 level)

TOOLS

- Figma, Webflow, Claude Design
- Jira, Notion, Miro
- Contentsquare (HotJar)
- HTML, CSS, Javascript, Angular
- Adobe After Effects & Illustrator