



ABOUT

I'm a UI/UX Designer with 6 years of experience creating intuitive and visually refined digital experiences. With a background in graphic and motion design, I blend visual storytelling with user-centered thinking to craft solutions that are both functional and emotionally engaging. I thrive in cross-functional teams and enjoy working across the full design process, from research to polished UI.

CORE SKILLS

- User Research & Competitive Analysis
- Personas, User Journeys & Flows
- Wireframing (Low to High Fidelity)
- Prototyping & UI Animation
- Design Systems & Style Guides
- Responsive & Accessible Design
- Branding & Visual Identity
- Usability Testing & Feedback Iteration

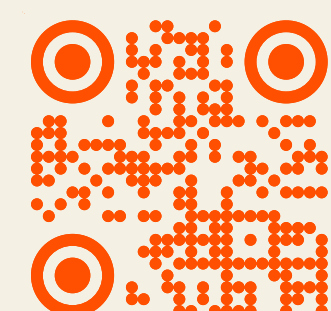
TOOLS

Design & Prototyping: Adobe XD, Sketch, Figma

Visual & Motion: Illustrator, Photoshop, InDesign, After Effects

Web & CMS: Webflow, WordPress

Collaboration: Notion, Slack, Miro, Jira



Explore my work at www.anida.eu, including real-world UX projects, UI animation, and case studies.

UI/UX DESIGNER

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PROFESSIONAL EXPERIENCE

UI/UX Designer

krumedia GmbH | March 2023 – Present

- Redesigned key flows within an energy management platform to improve clarity and user orientation.
- Created wireframes, high-fidelity mockups, and interactive prototypes tailored to technical user needs.
- Conducted UX research through stakeholder interviews and feedback sessions to identify usability pain points.
- Collaborated closely with developers to ensure accurate design handoff and responsive implementation.
- Helped define internal design guidelines to improve visual consistency and component reuse across the platform.
- Actively participated in iterative testing and feedback rounds to refine solutions pre-launch.

Junior UX Consultant

Whiteout Studio | July 2022 – December 2022

- Translated conceptual ideas into production-ready UI designs across various B2B industries.
- Supported UX strategy through user journey mapping and low–high fidelity wireframes.
- Built interactive prototypes in Adobe XD nad Sketch for client testing and developer handoff.
- Assisted developers in building and implementing designed interfaces in WordPress, focusing on usability and visual consistency
- Produced marketing assets such as animated ads, web content, and social media graphics to support client campaigns.

Freelance Graphic & Motion Designer

Self-Employed | January 2020 – July 2022

- Delivered brand identities, landing pages, and marketing visuals for small businesses and creatives.
- Designed and animated logos, infographics, and short videos to enhance digital storytelling.
- Supported clients with tailored visual assets for social media, presentations, and websites.
- Developed front-end designs for personal projects and portfolio work using Webflow.

EDUCATION

UI/UX Design Certificate

CareerFoundry

- 9-month intensive course (500+ hours) covering UX methodologies, UI design, and specialization in UI animation.
- Completed multiple practical design projects, including mobile and web apps with end-to-end design process.

German Philology

Karl-Franzens-University Graz

- Studied linguistics, literature, and media communication, building a foundation for clear communication and narrative thinking in UX.