

Hello there! My name is Amina, and I'm a UX/UI designer based in Mainz, Germany. I am passionate about creating accessible, user-centric experiences by leveraging new technologies and thorough user research. My goal is to collaborate with a dynamic team that values innovation and effective design solutions.

## EXPERIENCE

### Freelance UX / UI Designer - Mainz, DE

04/2021 - Present

Collecting data, creating user personas, wireframes and designs for landing pages  
Developing websites in Webflow  
Optimizing for high accessibility  
Utilizing new technologies such as language modeling, heat map generation, image generation and language transcription, to enhance user experience and interface design

### Freelance UI Designer - Singleton Factory GmbH Mainz, DE

09/2022 - 01/2023

Designing a digital business with varying stages of information, depending on data availability, for use on both mobile and desktop devices  
Conducting competitor analysis

### UX / UI Designer - Easy-Tutor GmbH, Munich, DE

08/2021 - 09/2023

Creating UI designs for 3 to 4 sales campaigns per year, click-through rate analyses for some; prior non-design sales campaigns had between nearly 400% less conversions  
Applying creativity in redesigning outdated interfaces, transforming them into modern, efficient, and visually appealing experiences  
Composing prototypes e.g. for improved user onboarding, showcasing proficiency in Solution Design and user-centric principles  
Using interaction design principles, ensuring happy and unhappy paths were considered  
Creating and implementing design systems  
Conducting usability, A/B and peer-to-peer testing, surveys, facilitation and collaborative brainstorming in FigJam

### Frontend Developer - Blueend AG, Wiesbaden, DE

05/2020 - 08/2021

Frontend development of complex collaboration software in Vue  
Translating Figma designs and prototypes into code  
Brainstorming on optimal user of user interface elements  
Hackathon to determine the best integration of new software into the project

### SEO Specialist & Web Developer - Scharrer + Lemm, Mainz, DE

08/2020 - 12/2020

Optimizing a wide range of pages for keyword search using WordPress Plugin RankMath, Google Keyword Planner, Tag Manager and Analytics  
Increased user engagement by 15% through improved readability and usability of menus and homepage structure  
Developing a calculator in JavaScript  
Introducing intuitive navigation and clear calls to action for users to explore seamlessly  
Organize information in a logical and user-friendly manner, improving navigation and overall user satisfaction

### Frontend Developer - Arithnea GmbH, Frankfurt a. M., DE

01/2020 - 04/2020

























Frontend development for large corporations in collaboration with agency designers  
Development of the user login process, checkout, and parts of the main user interface in jQuery

### Web Developer - Immomio GmbH, Mainz, DE

11/2019 - 11/2019

Made redundant before the first day at work.

## TOOLSTACK

 Figma	 Adobe CC
 FigJam	 Maze
 Notion	 Loom
 Slack	 Webflow
 G-Suite	 MS 365
 Dovetail	 Spline
 Atlassian-Suite	 FigPii
 ChatGPT	 Relume
 Miro	 Trint
 VS Code	 Browserstack
 Bootstrap	 Tailwind
 CodePen	 Git

## SKILLS

- A/B testing
- Think Aloud Protocols
- Empathy Mapping
- Design Thinking Process
- Double Diamond Process
- Atomic Design
- Human Interface Guidelines (Apple)
- Material Design (Google)
- Assumption Mapping
- Desirability Testing
- User Flow Charts
- User Journey Mapping
- User Personas
- Usability Testing
- User Surveys
- User Stories
- Wireframing
- Prototyping
- SVG Creation
- Image / Photo editing and retouching
- Design Systeme
- Vue, Angular, NodeJS
- HTML, CSS, JavaScript
- Competition Analysis
- Version Control (Bitbucket, GitKraken)

## LANGUAGES

German - Native language  
English - Fluent  
Spanish - Good language skills  
French - Good language skills  
Japanese - Basic knowledge

## Frontend Developer & UX Designer - GIP Exyr GmbH, Mainz, DE

03/2018 - 10/2019

Development of user interface of a complex data processing software with multi-level role system, working on optimizing processes in Angular (700+ Users)  
UX & UI Design in Adobe XD  
Team coordination on the largest project

## Personal Assistant - Hogan Lovells International LLP, Frankfurt a.M., DE

07/2016 - 01/2018

Invoicing clients, filing and maintaining documents  
Travel booking, correspondence, organizing and hosting events  
Designing invitation card for an event

## Personal Assistant - Hengeler Mueller, Frankfurt a.M., DE

12/2015 - 03/2016

Filing and maintaining documents  
Travel booking, correspondence  
PowerPoint presentations

## Translator (EN-DE) - Delcam / Autodesk Birmingham, UK & Obertshausen, DE

03/2012 - 12/2015

Localizing thousands of user interface elements and technical documentation from English into German for products like PowerShape, PartMaker, PowerInspect, PowerMill, FeatureCAM  
Participating in Certification Courses surrounding the company software  
Translating in SDL Trados Studio

## REFERENCES

### References

All employer references and certificates available upon request

### Google Startup School, 2024

Google & AI Hub Frankfurt

### HSRM Innovation Camp, 2023

RheinMain StartUpLabs

### How to make your AI Project a Success, 2023

Interaction Design Foundation

### Foundations of User Experience (UX) Design, 2021

Google

### Fundamentals of Modern Programming Languages (Using Java as an Example), 2008

Johannes Gutenberg-Universität Mainz

## EDUCATION

### M.A., Sprache, Kultur, Translation (English, Computer Science), Grade: 1.6

03/2013

Johannes Gutenberg-Universität Mainz

### ERASMUS Semester (Arts and Media Informatics, Multimedia Analysis and Design, Philosophy)

03/2011

University of Glasgow

### B.A., Sprache, Kultur, Translation (English, French, Technology), Grade: 1.9

10/2009

Johannes Gutenberg-Universität Mainz

### Abitur, Grade: 1.5

03/2007

Gutenberg-Gymnasium Mainz

## CONTINUOUS LEARNING

### Rad UI Design Tactics - Nolan Perkins

05/2024

### “All Access” program - Flux Academy

11/2023

### “Practical UX Research & Strategy” - The Designership

11/2023