

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 according to the WCAG
Utilizing LLMs, 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Applying creativity in redesigning outdated interfaces, transforming them into modern, efficient, and visually appealing experiences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, considering happy and unhappy paths
Creating and implementing design systems
Conducting usability, A/B and peer-to-peer testing, surveys, and facilitating 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

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

TOOLSTACK

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

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**

04/2011 – 03/2013

Johannes Gutenberg-Universität Mainz

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

09/2010 – 03/2011

University of Glasgow

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

10/2009 – 08/2010

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