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Designer for brands, products & businesses

As an experienced Graphic Designer and certified UI/UX Designer,
I create visual solutions that empower brands, streamline processes,
and provide users with clear guidance.

Ilja Gembel

Senior Graphic & UI/UX Designer
Berlin, Germany



Professional Experience

beyounic

Lead Designer

beyounic GmbH

2024 - 2025

- Responsible for overall Corporate & Digital Design
- Development and implementation of social media campaigns, product designs, trade fair appearances, and presentations
- Created visual concepts for partner companies and acted as the primary contact for all design-related matters
- Led visual brand development and ensured consistent design language across all channels

Bunava

Senior Designer & UI/UX Designer

Bunava GmbH

2019 - 2023

- Lead responsibility for Corporate Identity, UI, and web design
- Designed and implemented a new digital brand presence across multiple platforms
- Worked closely with developers to implement innovative UI elements
- Introduced design guidelines for brand consistency across touchpoints
- Created wireframes, mockups, and prototypes to enhance user experience
- Contributed to conversion optimization strategies with targeted design improvements
- Developed pitch decks and product presentations for internal stakeholders

caseable

Senior Graphic Designer

caseable GmbH

2017 - 2024

- Designed and developed landing pages in Shopify with responsive layout
- Produced micro-animations with After Effects to improve engagement
- Managed and coordinated a network of freelance designers
- Created instructional videos for customer communication using Synthesia (AI)
- Developed visual content with Midjourney (AI) and scripting for higher efficiency
- Produced social media templates, on-site ads, and Google Presentation slides
- Built and maintained product image templates for global e-commerce operations
- Produced print-ready files for in-house production (packaging, posters, etc.)
- Collaborated on branding initiatives and marketing campaigns





Lead Designer

dekoli GmbH

2016 - 2017

- Served as primary contact for all graphic design tasks
- Designed and implemented the website UI with focus on usability
- Integrated UI into Shopware in collaboration with developers
- Conducted product photography and image editing for catalogues and campaigns
- Established visual guidelines for print and digital projects
- Maintained and enhanced the online shop (banners, visuals, product images)
- Supported trade shows and marketing events with design materials

spreepixel

Junior Team Lead

Spreepixel

2015 - 2016

- Supervised and mentored a team of junior designers
- Created UI designs for Shopware templates tailored to e-commerce needs
- Communicated directly with clients and developers for project execution
- Designed icons, infographics, and visuals for campaigns
- Produced mockups and prototypes for customer presentations
- Improved usability and conversion rates of existing online stores

Education & Further Training

- Mediadesign University for Design & Computer Science, Berlin - 2012—2015
- UI/UX Design Course - 2022

I shape digital experiences
with clarity and creativity.

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