

# Moritz Meyer-Abich

## Product Designer



### About me

I'm a product designer with 4 years of hands-on experience, dedicated to creating intuitive, visually compelling digital solutions that don't just look great, but truly work for the people using them. With a background in coding and an eye for detail, I enjoy working closely with teams to connect design and development effortlessly. Whether it's conceptualising user flows, building responsive interfaces, or diving into new technologies, I'm motivated by the chance to make an impact.

### Contact

Mobile 0049 176 7077 3629

Mail [mo@heythisismo.com](mailto:mo@heythisismo.com)

Address Ludwigkirchstraße 11a  
10719 Berlin  
Germany



[www.heythisismo.com](http://www.heythisismo.com)



[Moritz Meyer-Abich](#)



### Education

#### M.A. Interaction Design

2022 - 2023

National College of Art and Design Dublin

- **Focus on User-Centered Design:** Coursework emphasized real-world projects with a user-centered approach, honing skills in **user research**, **usability testing**, and **interaction design**.
- **Project-Based Learning:** Gained hands-on experience through client-oriented projects, allowing for practical application of **design principles**, **prototyping**, and **UX research** to create innovative solutions.
- **Capstone Project:** Developed 'Pulse,' a gamified AR exploration app concept, independently managing all aspects of **UX/UI design**, **user journey mapping**, and **prototype creation**. Demonstrated a strong balance between creativity and functionality in user experience.

#### B.A. Web Development

2018 - 2022

Berlin School of Design and Communication

- **Foundation in Frontend Development:** Built a solid grounding in **HTML**, **CSS**, and **JavaScript** – skills that aid effective collaboration with developers and support iterative UI design.
- **Introduction to UX/UI Principles:** Explored the basics of UX/UI design, including **wireframing**, **prototyping**, and **visual design**, preparing for further specialization in interaction design.
- **Industry Internship:** Completed a 3-month internship in a design studio, applying knowledge of web development and UX/UI to support projects and gain insight into industry-standard practices.



### Employment

#### UI/UX Designer

2021 - 2023

Urlaubsguru GmbH

- **Mobile App Redesign Lead:** Spearheaded the mobile app redesign, managing the project concept end-to-end. Defined user flows, created prototypes, and collaborated closely with product managers and developers to align user experience with both business objectives and user needs.
- **UX Design:** Conducted user research, created wireframes and interactive prototypes, and performed usability testing to inform iterative improvements.
- **UI Design:** Designed high-fidelity screens and component libraries, ensuring brand consistency and intuitive user flows.
- **Collaboration and Handover:** Worked closely with developers, using Figma for developer handover and maintaining design systems to facilitate a smooth transition from design to implementation.
- **Agile Workflow:** Participated in scrum processes, adapting to a collaborative and feedback-driven environment that emphasized continuous improvement.



## Professional Skills

---

### UX & UI Design



#### User Research & Testing

Experienced in planning and conducting user interviews, usability testing, and analyzing findings to refine design solutions.



#### User-Centered Design

Strong grasp of user-centered design principles and information architecture to enhance user satisfaction and usability.



#### Wireframing & High-Fidelity Design

Highly proficient in Figma for creating detailed wireframes, interactive prototypes, and polished UI designs.



#### Design Thinking & Ideation

Skilled in methodologies like brainstorming and clustering to explore and prioritize innovative design solutions.

### Software & Coding Languages



#### HTML, CSS & JavaScript

Understanding of foundational web development languages, supporting seamless design-development collaboration.



#### SwiftUI (Learning)

Actively expanding skills in SwiftUI to deepen expertise in mobile app development.



#### No-Code Development

Skilled in Framer for building responsive, visually compelling websites without code, similar to Webflow and other no-code tools.



#### 3D Modeling

Familiar with Blender and Spline, adding creative options for immersive design experiences.

### Communication & Collaboration



#### Agile & Scrum

Experienced in agile workflows, contributing effectively within cross-functional teams and thriving in feedback-driven environments.



#### Adaptive Learner

Quick to learn new tools and adjust to changing project needs, enhancing team efficiency.



#### Detail-Oriented

Strong attention to detail, ensuring high-quality design outcomes, that make users pause and appreciate the experience.



#### Languages

Native German speaker with full professional proficiency in English (C2 level).



## Personal Skills

---



Pretty okay at  
tabletennis



Hosts amazing  
dinner parties



Above average at  
karaoke night



Dogs absolutely  
love me



Solves the NYT  
crossword daily