María Hauber Ortiz

Digital Product Designer 🇩🇪 🇬🇧 🇪🇸

Curious and multidisciplinary designer driven by analysis and problem-solving. I spezialize in Product Design, Content Strategy, Service Design & Product Development.

[Portfolio ↗] [LinkedIn ↗] [E-Mail ↗]

Work Experience

UX Designer Preis.de   Nov 2022 - Dec 2023

- Collaborated with cross-functional teams to ideate, conceptualize, and iterate on wireframes and prototypes, fostering alignment and meeting the business objectives.
- Audited existing UI components, standardized design elements, and created a centralized UI Library, improving design consistency and collaboration.
- Refined the visual corporate identity design, strategically aligning it with brand objectives, increasing brand awareness and recognition.
- Crafted captivating infographics and dynamic visuals, leveraging design principles and storytelling techniques, increasing user engagement and interactions in social media.

Content Designer Idealo GmbH   Jun 2018 - Oct 2022

- Identified market opportunities and expanded product categories through research, leading to business growth and leadership.
- Analyzed user journeys to optimize user experience and implemented data-driven changes to the content, improving overall user engagement and conversion rates.
- Restructured category hierarchies and refined filter options to align with user search behaviors and preferences, increasing product discovery and sales.
- Designed teaser and landing page marketing campaigns, resulting in conversion optimization, engagement, and successful cross-selling and up-selling of products.
- Performed copywriting, proofreading, translation, and localization, leading to higher SEO traffic.

Education & Credentials

Advanced UX/UI Design Muse Case Labs (Nov 2023 - Jan 2024)

Certified Scrum Product Owner I Scrum (Mar 2022)

UX/UI Design Bootcamp Ironhack Berlin (Mai - Dec 2021)

German-Spanish Studies University of Regensburg (Sep 2013 - Sep 2017)

Tools & Skills

Figma	Product Design	HTML & CSS
Adobe Creative Suit	Wireframing & Prototyping	Collaboration
Tableau	Visual Design & Brand	Problem solving
Google Analytics	Content & UX Writing	Agile Project Management
Framer	User Research & Testing	Presentation & Storytelling
Jira	Design Systems	Forward-thinking Mindset