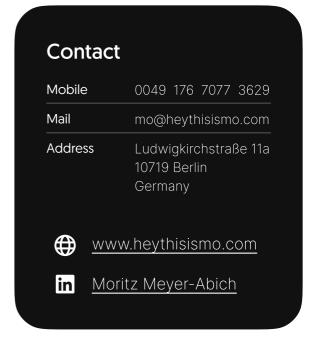
Moritz Meyer-Abich

UI/UX Designer



About me .

I'm a designer with a strong foundation in Interaction Design and Web Development, gained through hands-on experience solving real-world problems for clients during my studies. I'm passionate about creating intuitive, aesthetically pleasing designs that prioritize user needs, using tools like Figma & Framer. My expertise spans from wireframing to user testing and prototyping, while also understanding code. I'm eager to join an innovative team where I can continue to grow and make an impact on projects that enhance people's daily lives.





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-toend. 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



