

Lucy Maitland CV

Visual Designer

Berlin, Germany

Experienced designer with 7 years in visual and product design, complemented by a university degree in creative design and specialised education in UI/UX design. Extensive experience observing how users interact with design across various formats, driving the creation of intuitive and user-centred solutions.

CONTACT

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Portfolio

www.lucymaitland.com

LinkedIn

linkedin.com/in/lucymaitland/

EDUCATION

BA Degree with Honours in Applied Creative Design
University of Lincoln UK
Sept 2006 - Jul 2009

UI Design Certificate
CareerFoundry
Apr 2024 - Sept 2024

German as a Foreign Language, Telc DTB B2 Certificate
Feb 2024

UX/UI DESIGN PROJECTS

PathFinder Web App

Apr 2024 - Sept 2024

A responsive web application, enabling users to efficiently search for nearby points of interest by solving pre-existing pain points.

View project → www.lucymaitland.com/projects/pathfinder

Paradiso Kino Native App

Apr 2024 - Sept 2024

A cinema ticket booking app to streamline the ticket booking process, making it more efficient and user-friendly for cinema-goers.

View project → www.lucymaitland.com/projects/paradisokino

Save Up Tool

Apr 2024 - Sept 2024

A tool to solve users' struggles to save money quickly and effortlessly for significant life events.

View project → www.lucymaitland.com/projects/saveup

SKILLSET

Visual Design
Product Design
User Experience (UX) Design
User Interface (UI) Design
Website Design
Responsive Design
Branding
Colour Theory
Design Psychology
User Personas
Usability Analysis
User Research
User Flows
Prototyping
Wireframing

EXPERIENCE

Visual Designer

Freelance

Berlin GER, Oct 2022 - Current

→ **Collaborated with designers and stakeholders** to create a compelling photo book for a Berlin exhibition that combines visual storytelling and design. Due to its success, the project will be showcased on an international tour, with the book available for sale in London and New York.

View project → www.lucymaitland.com/projects/blisters

→ **Established brand consistency** for a newly opened local café by developing comprehensive branding and collaborating with photographers and printers to produce high-quality materials. This effort resulted in a 30% increase in Instagram followers within the first week and consistent monthly growth in customer visits.

View project → www.lucymaitland.com/projects/freds

Visual and Lead Product Designer

Hotel Paris Fashion Store

Berlin GER, Oct 2016 - Oct 2022

→ **Designed and developed** an e-commerce platform from the ground up, managing product uploads, UX/UI design, and promotional newsletters. This initiative enabled customers to shop online, boosting overall sales by 30% and increasing in-store traffic by raising awareness of the website, store, and promotional events.

Visit online store → www.peonyrougestore.com

→ **Collaborated with showroom teams** and assisted in buying during Fashion Weeks in Paris and Berlin to select best-selling items, driving informed purchasing decisions and increasing full-price sales each season.

→ **Managed all aspects** of visual merchandising, creating engaging displays and optimising store aesthetics. These efforts enhanced the customer experience, increasing average time spent in-store and boosting sales per visit by 20%.

TECHNOLOGY

Figma
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Framer
Balsamiq
Slack
Discord