

Giulia Pieper

Senior UX/UI Designer with 5 years’ experience in designing complex B2B SaaS and enterprise applications with up to 2 million users. Experience in end-to-end product development, leading design initiatives and collaborating within agile Scrum and Kanban teams. Focus on user research, AI-supported design methods and the development of intuitive, scalable and accessible user experiences.

Work experience

Jan 2022 - today | UX/UI Designer @ exagon consulting & solutions GmbH

- **End-to-end responsibility** for the product design of complex B2B and enterprise business applications, from discovery, requirements analysis and UX research through to conception, prototyping and implementation, right through to ongoing development.
- **Analysis of business and technical requirements**, as well as the development of user-centred UX strategies and scalable solutions for complex business applications.
- **Planning and conducting qualitative and quantitative UX research activities**, including user interviews, workshops, workflow analyses and usability tests, as well as deriving data-driven recommendations for action.
- **Designing information architectures, user journeys, user flows and interaction design** for data-intensive applications and complex business processes.
- **Creation of wireframes, mock-ups, interactive prototypes and high-fidelity designs** for desktop, mobile and responsive applications.
- **Establishment, maintenance and further development of modular, accessible design systems** and component libraries in accordance with WCAG 2.1 and standard usability and accessibility principles.
- **Providing technical leadership for design projects**, facilitating workshops and working closely in an interdisciplinary manner with product management, product owners, business departments, software development and other designers throughout the entire product development process.
- **Overseeing the technical implementation** through design reviews, quality assurance and continuous optimisation based on user feedback, product metrics and research findings.
- **Targeted use of AI tools** (including ChatGPT, Claude, Gemini, Cursor and Figma Make) to accelerate research, ideation, UX writing, prototyping and conceptual work, as well as to further develop AI-supported design processes.

Sep 2015 - Dec 2021 | Communication Designer @ Formel D GmbH

- **Brand Experience & Design:** Responsible for the ongoing development of a consistent user and brand experience across digital and physical touchpoints.
- **Concept & Interaction Design:** Conceptualisation and design of digital applications as well as marketing and communication materials, with a focus on user guidance, information delivery and consistent interaction patterns.
- **Project Coordination:** Management of design projects and close collaboration with specialist departments, stakeholders and external service providers to ensure successful implementation.
- **Digital Design:** Designing responsive web content and digital communication platforms in accordance with usability, accessibility and corporate design guidelines.

Education

Oct 2015 – Mar 2019 | Work-study programme @ Hochschule für Medien, Kommunikation & Wirtschaft (HMKW) & Berufskolleg für Medienberufe (BM)

Degree: Graphic Design & Visual Communication (BA) & Digital/Print Media Designer, specialising in Concept Development & Visualisation (IHK)
Thesis: “From Analogue to Digital – The Growing Relevance of UX Design in a Music Industry in Constant Flux” (Grade: 1.3)
Special achievement: Merit-based scholarship for a video campaign for the German AIDS Foundation.

Certificates

12/25 | Optimizing User Experience: User Testing Methods @ Udemy

12/25 | Webflow Masterclass: From Zero to Website Hero @ Udemy

02/24 | Accessible Websites @ Rheinwerk Verlag



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Knowledge & Skills

Key areas of expertise

- Information Architecture & System Design
- UX Strategy & Discovery
- UX Research & Testing
- User Journeys & Service Design
- Interaction Design, Wireframing & Prototyping
- UI Design & Design Systems
- Digital Accessibility (WCAG)

Tools

Figma

Sketch

Miro

Wordpress

Framer

Webflow

Photoshop

Illustrator

InDesign

AfterEffects

Jira

Confluence

ChatGPT

Claude

Cursor

Languages

German: Native speaker (C2)
English: Business fluent (C1)
French: Basic (B1)

Softskills

- Analytical thinking
- Stakeholder management
- Workshop facilitation
- Team mentoring & teamwork skills
- Ability to work independently & a strong sense of responsibility
- Strong communication skills