

María Hauber Ortiz

Multidisciplinary designer with a strong focus on UX and a passion for UI. Driven by analysis, creativity, and curiosity, I bring experience in **boosting user engagement**, **optimizing processes**, and **aligning brand with business objectives**.

[Portfolio](#)

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Work Experience

Product Designer Side projects (Germany) January 2022 - Present

Managed and delivered diverse projects **across industries** (SaaS, E-Commerce), specializing in **responsive and accessible web development & brand identity**.

- Developed a **cohesive visual identity** for the brand launch of *Toysreloved* establishing a **strong market presence**.
- **Audited, redesigned, and tested** HR software, improving user engagement for *Nmbrs* (Visma Group).
- **Designed, tested, and refined the visual identity** of an MVP for *WeShareDesks*.

UX Designer Idealo GmbH (Berlin) Nov 2022 - Dec 2023

- Led the inclusion of product reviews, creating **wireframes, A/B testing**, and ensuring a smooth **dev handover**, resulting in a 15% conversion rate increase.
- Maintained a comprehensive **Design System**, significantly reducing design **inconsistencies** and speeding up the **development process** by 20%.
- Developed a new visual language for **Employee Branding**, increasing social media engagement by 25% and job applications.
- Introduced **Figma for UX Writing**, enhancing **workflow efficiency** and reducing project turnaround time by 23%.

Content Designer Idealo GmbH (Berlin) Jun 2019 - Oct 2022

- Conducted **user research and benchmarking** to drive product expansion, leading to a 16% increase in **product relevance and catalog coverage**.
- Enhanced UX and **Information Architecture** through user **journey analysis**, leading to a 15% boost in **product discovery**.
- Designed **marketing campaigns** (teasers, landing pages, emails) that improved **conversion rates** by 17% and **cross-selling opportunities**.
- Managed **copywriting, translation, and localization**, achieving an average increase in **SEO traffic** of 8-15% across multiple product categories.

Education & Credentials

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

Certified Scrum Product Owner I Scrum Alliance Mar 2022

UX/UI Design Ironhack Berlin May - Dec 2021

B.A. German-Spanish Studies Univ. of Regensburg Sep 2013 - Sep 2017

Tools & Skills

Figma	Design Thinking	HTML & CSS
Adobe CC	Miro	Cross-functional work
Tableau	Confluence	Analysis & Problem solving
Google Analytics	UX Writing	Agile Project Management
Framer	User Research & Testing	Presentation & Storytelling
Jira	Design Systems	Forward-thinking Mindset

Languages

English - Professional proficiency (C1)	Spanish - Native (C2)
German - Professional proficiency (C1)	French - Limited working proficiency (B1)