



ALEXANDRA SAMANDAR, MA

UX/UI DESIGNER | WEB DESIGNER

Vienna & Graz • alexandra.samandar@gmail.com

www.alexandra-samandar.com

CORE SKILLS

UX Research & Product Design

User Research, Usability Testing, User Flows, User Journeys, Information Architecture, Wireframing & Prototyping, Interaction Design, Design Thinking, Workshop Facilitation

Project Management & Delivery

Stakeholder Management, Agile Workflows (Scrum, Kanban), Jira / Confluence, Analytics (GA4 / Matomo / HubSpot)

UI & Design Systems

Interface Design, Design Systems, Component-based Design, Developer Handoff, Accessibility

Frontend & AI Workflows

HTML / CSS / JavaScript, Responsive Interfaces, AI-supported Design Workflows, Prompt Engineering

EDUCATION

Graduated 2026

Master's in Communication, Media, Sound & Interaction Design

FH JOANNEUM, Graz
Focus: Interaction Design

Graduated 2021

Diploma Program in Online Marketing

Werbeakademie Wien

Graduated 2018

Bachelor's in Film, TV & Media Production

University of Applied Sciences BFI Vienna

LANGUAGES

German	C2+
Russian	C2+
English	C1
Spanish	B2

ABOUT ME

UX/UI designer with a background in media production, marketing and visual communication, plus several years of experience coordinating interdisciplinary projects. Structured, communicative and proactive way of working with a strong sense of ownership, as well as experience in the startup, cultural and creative sector.

WORK EXPERIENCE

Freelance UX/UI & Graphic Designer

Aug 2025 – present

Self-employed · Graz & Vienna

- Ongoing support of existing clients as well as delivery of web, design and communication projects
- Creation, maintenance and further development of websites
- Design of social media templates, printed matter and advertising materials

Media Designer

Sep 2024 – Jul 2025

BSX Creative Production Agency · Graz

- Motion design, animation and title design for film and web projects
- Contributed to concept development for documentaries and cross-media projects
- Post-production: editing assistance and media management
- Design of layouts and graphics for editorial and web formats

UI/UX Design Internship

Apr 2022 – May 2022

Invisible Lab · Graz

- User research and development of user journeys for a research project
- Analysis of user requirements and identification of optimization potential for digital applications
- Development of brand guidelines for various client projects
- Creation of prototypes in Figma
- Evaluation and optimization of internal workflows

Marketing Manager

Oct 2020 – Jul 2021

STRUCINSPECT | PALFINGER Structural Inspection GmbH · Vienna

- Led the setup and operational launch of HubSpot marketing automation
- Conception and implementation of online and offline marketing measures
- Contributed to the concept of the "Knowledge Hub" as an information and training platform for digital transformation processes in structural inspection
- Campaign reporting and performance analysis

TOOLS & SOFTWARE

Design & Prototyping

Figma · Figma Weave · Adobe XD · Sketch

Adobe Creative Cloud

Photoshop · Illustrator · InDesign · Premiere Pro · After Effects

Web & Development

Framer · WordPress · VS Code · Claude Code · GitHub · Processing · p5.js

Project Management

Jira · Confluence · Miro · Notion · MS Project · Asana · Trello

Analytics

GA4 · Matomo · HubSpot · Google Ads

3D, Video & Motion

Blender · Cinema 4D · Unity · Houdini · DaVinci Resolve · TouchDesigner · Cavalry

CERTIFICATES

- UXQCC Certified Professional for Usability Engineering – Foundation Level
- Certified Project Management Associate – IPMA Level D
- Completion of the Media Design course at EDV Graz
- IREB® Certified Professional for Requirements Engineering (CPRE) – Foundation Level, certification in progress

FURTHER EDUCATION

2026 – ongoing

Skills for Transition Bootcamp

POLIMI GSoM · Politecnico di Milano
Focus: Design Thinking, Systems Thinking, Sustainable Innovation

2023

Design+Science Summer School – PARAINTELLIGENCE

University of Ljubljana ALUO · University of Split · FH JOANNEUM · PiNA
Focus: Artificial Intelligence, Design Research

ADDITIONAL

- Art workshop facilitation for children and teenagers at "Open Atelier Graz"
- Experience in content creation & social media management
- Driving license B

WORK EXPERIENCE

Continued

Co-Founder & Manager

Feb 2020 – May 2025

Kollektiv Kaorle · Vienna

- Contributed to the conceptual, organizational and spatial development of the cultural association
- Responsible for public relations and coordination of internal and external communication processes
- Setup and structuring of administrative processes in the areas of law, finance and organizational management
- Conception, organization and coordination of exhibitions, music events and workshops

Team Assistant

Apr 2019 – Sep 2020

STRUCINSPECT | PALFINGER Structural Inspection GmbH · Vienna

- Contributed to the development of marketing, communication and sales processes
- Implementation of a CRM system
- Conception and organization of strategy workshops
- Support in accounting and office administration

Project Manager

May 2015 – Nov 2017

LET'S CEE Film Festival · Vienna

- Organization and coordination of various industry and networking events during two festival editions
- Co-responsible for opening and closing events including scheduling and event coordination
- Support of international speakers, partners and industry representatives
- Coordination of the helping hands and alignment of on-site teams
- Involvement in festival coordination and operational scheduling

Freelancer · Film Production

May 2014 – Mar 2019

Various film and media productions · Vienna

- Worked as production coordinator, unit manager, directing assistant and production assistant for various production companies
- Contributed to construction coordination, stage building and location scouting on various projects
- Assistant to the executive producer at KORDA Productions