

PETRA BAUER

Product designer | UX/UI

Transforming user needs into intuitive and engaging digital experiences for SaaS, web and mobile platforms as an independent contractor or in a full-time position.

petrabauer.design

Amsterdam, The Netherlands

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hello@petrabauer.design

Independent Product designer | UX/UI designer | Webdesigner

2014 - present

- Helped businesses bring user-centric products to market
- Managed timelines, budgets, and resources to ensure that projects are completed on time and within scope.
- Developed user interface designs for various digital products (web & mobile apps, websites)
- Produced design systems that standardized visual elements and interactions
- Coordinated implementation processes
- Worked closely with cross-functional teams in agile environment

Product designer @ Candu.ai (remote)

London | San Francisco

feb 2022 - dec 2023

- Researched user needs and market trends to identify gaps in current product offerings
- Conceptualized and executed design prototypes for new product ideas
- Developed design concepts and prototypes for new functions, improved existing functionality by conducting usability testing
- Updated and enhanced a comprehensive design system and brand guidelines to ensure visual consistency across all company products
- Collaborated with cross-functional team to implement user-centered designs
- Owned design process from ideation until delivery with Design thinking in mind
- Revamped the product's marketing website to enhance user acquisition and engagement.

Lead UX/UI designer @ JustSnap (remote)

Berlin

sep 2021 - nov 2022

- Designed coupon cashback application for Procter and Gamble
- Created interactive prototypes to test and validate design decisions
- Developed and implemented design system and brand guidelines
- Collaborated with developers and stakeholders to iterate on designs based on user feedback
- Presented design decisions to cross-functional team members and stakeholders, effectively communicating the rationale behind each decision
- Collaborated with development team to implement responsive design principles
- Created and optimized multiple landing pages for desktop and mobile using ux ui principles

Senior UX/UI designer @ HabeKo pensions & benefits GmbH (remote)

Hamburg

dec 2019 - apr 2021

- Developed user interface designs for a complex web based data application
- Translated the app's functional requirements into minimalistic prototype
- Produced design system that standardized visual elements and interactions
- Developed comprehensive user guides for developers, outlining step-by-step instructions and best practices
- Coordinated implementation process

Skills

Design software - Figma, Sketch, Adobe Suite, FinalCut | UX/UI design | Wireframing | Prototyping
Design Thinking | Research | Product Lifecycle management | Collaboration tools | Framer
Front-end dev - HTML5, CSS3, JavaScript

Communication | Teamwork | Problem-solving | Independence | Empathy | Adaptability