
 Berlin, Germany


 Irish

 [Portfolio](#)

 [LinkedIn](#)

 [adamfitzsimonsuxui@gmail.com](mailto:adamfitzsimonsuxui@gmail.com)

 +49 159 06817329

 Languages:

- English (Native)
- German (B1)

# Adam Fitzsimons

UX/UI designer with a unique combination of empathetic design thinking and logistical management experience. With a background in graphic design and product management, I bring clear communication, a collaborative mindset, and a strong eagerness to learn. In my time at Planes and Yasu, I worked closely with stakeholders to align creative vision with business objectives, evolve the design systems and enhance user flows.

## Projects

- **Yasu - Website Redesign**  
Berlin April -2025
  - One week sprint to launch Yasu's website out of stealth
  - Heuristic evaluation followed my rapid prototyping allowed for fast feedback and iteration
- **Béa Fertility - Digital Companion**  
Berlin/ London March -2025
  - Designed clear, supportive user flows for a fertility app using clear information architecture and microcopy.
  - Applied heuristics and accessibility to build a clean, responsive UI system.
- **Mila App - Camilla Lorentzen**  
Berlin/ London Feb - March -2025
  - Social media feed for the Mila app through stakeholder feedback and usability testing.
  - Maintained visual harmony with existing design system while careful microcopy helps to guide the user.
- **Workspace - Flow Redesign**  
Berlin Nov - Dec 2024
  - Simplified user flow using improved search, filters, and information architecture.
  - LEAN methodology and e-commerce integration.

## Education

- **Ironhack UX/UI Bootcamp**  
Berlin 2024
  - Study of UX/UI, design thinking, information architecture, agile, user research, atomic design & wireframing.
  - Both conceptual designs and projects with real clients.
  - Awarded 1st place for best project at the closing ceremony.
- **BIMM Institute Dublin**  
Ireland 2012-2016
  - BA in Commercial Modern Music, First Class Honors.

## Hard Skills

Figma, Framer, Wireframing, Auto-Layout, (Rapid) Prototyping, User Research, WCAG, Affinity Photo, Information Architecture, User Centric Flows, Design Systems, Hierarchy, Google Sheets, Project Management, Agile and Lean, Design Thinking, Data Visualization, Feedback, Usability Testing.

## Soft Skills

Team player, results-oriented, public speaking, proactivity, empathy-driven design, adaptability, time management, communication, attention to detail, calm under pressure, positive attitude and comfortable in both a leadership and team role.

## Experience

- **UX/ UI Designer**  
Yasu  
Amsterdam (Remote) April 25 - Present
  - Website redesign to enhance clarity, reduce friction, and attract new clients.
  - Collaborated directly with company stakeholders.
  - Evolving the design system to better reflect the brand.
- **UX/ UI Design Intern**  
Planes Studio  
London (Remote) Feb - April 2025
  - Designed new application features, aligning with the design system and user research.
  - Developed and refined UI components.
  - Collaborated in team meetings to understand agency operations
- **Product Manager**  
Karakter & Heavy German Shit  
Berlin June 2019-April 2024
  - Oversaw graphic design & branding, applying research and strategic planning.
  - Led album release campaigns, artwork design & packaging