PETRA BAUER
Product designer | UX/UI

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

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Impact my designs have

App store rating	Reduced churn	Boosted sales	Accelerated development
4.6*	23%	16%	22%

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
- Developed design concepts and prototypes for new functions, improved existing functionality by conducting usability testing
- Expanded design system 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 improve 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
- Presented design decisions to cross-functional team members and stakeholders, effectively communicating the rationale behind each decision
- Created and optimized multiple landing pages for desktop and mobile

Senior UX/UI designer @ HabeKo pensions & benefits GmbH (remote)
Hamburg
dec 2019 - apr 2021

- Developed UI designs for a complex web based data application
- Translated the app's functional requirements into minimalistic prototype
- Created design system to speed up product development
- Developed documentation for developers, outlining step-by-step instructions and best practices
- Coordinated implementation process with dev

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