MAREKA PÄHRISCH
DIGITAL PRODUCT DESIGNER

Berlin, Germany

I create elegant solutions with a human-centered design approach,
to help people make better products, services and all other kinds of experiences.

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EXPERIENCE

Lead UI/UX-Designer (Contractor)
Migros / Delica AG
09/2021 – 09/2022 (1 yr 1 mo)
remote Zürich, Switzerland
Project: CoffeeB by Café Royal

- designed online shop based on special technical requirements from Migros and CRM system
- designed all UX flows for the online store for the first launch from scratch
- planned road map and defined MVP in collaboration with Product Owner and Prduct Mangement
- designed UI framework and basis for the design system
- built prototypes for testing and implementation
- designed UI for all MVP screens
- coordinated dev team for implementation
- built design team to execute further road map

Senior UI/UX-Designer (Contractor)
Cornelsen Verlag GmbH
07/2021 – 08/2021 (2 mos)
remote Berlin, Germany
E-learning platform for remote schooling tool to use during the pandemic by Germanys biggest school book publisher.

- designed wireframe UX flows with Figma for digital learning material manager
- designed UI with Sketch based on design system

Senior UI/UX-Designer (Contractor)
Rumble Entertainment
08/2020 – 01/2021 (6 mos)
remote San Mateo, CA
Mobile Gaming: Towers and Titans, Tower Defense Game

- designed wireframes and user flows for retention and revenue features
- designed UI for screens in sketch
- implemented designs in Unity
- tested feature designs in user tests with Maze
- collaborated agile with a team of designers, game designers, artists and developers

Senior UI/UX-Designer (Contractor)
Cornelsen Verlag GmbH
06/2020 – 08/2020 (3 mos)
remote Berlin, Germany
E-learning platform for remote schooling tool to use during the pandemic by Germanys biggest school book publisher.

- designed User Interfaces based on wireframes for teachers class manager with Sketch

Senior UI/UX-Designer (Contractor)
InnoGames GmbH
04/2018 – 12/2019 (1 yr 9 mos)
Düsseldorf & Hamburg, Germany
Mobile Gaming: God Kings Strategy MMO mobile game

- designed the experience and interface of new features to increase retention & revenue
- worked across every stage of product design & development
- prototyped and tested with early user tests using Unity
- collaborated with product management to led cross-functional team from idea to launch

Senior UX-Consultant (Contractor)
Sweap
03/2018 – 04/2018 (2 mos)
Berlin, Germany
UX for Event Management SaaS

- held workshops with CEOs to develop user experience strategy
- interviewed users
- analysed UI and identified issues in user journey
- improved user journey, information architecture and interaction design on a wireframe basis
- planned road map for future releases

Senior UI/UX-Designer (Contractor)
ING Bank Deutschland
07/2017 – 02/2018 (8 mos)
Frankfurt am Main (Germany)
Online & Mobile Banking

- unified mobile & online banking to one technology
- initiated & planned design system based polymer
- designed use case reactive user interface for web site
- simplified client onboarding experience
- worked in cross-functional agile teams worldwide

UX-Designer (Freelancer)
AKQA
05/2017 – 06/2017 (2 mos)
Berlin, Germany
Project: Montblanc – Time Walker Campaign

- information architecture for use cases & edge cases
- designed wireframes & user journey
- worked in cross-functional teams in Germany and India

Lead UX-Designer (Freeklancer)
Mein Grundeinkommen e.V.
11/2015 – 03/2016 (5 mos)
Berlin, Germany
Blockchain based voting app

- UX researched digital voting in a democracy
- built wireframes and prototypes for democratic voting tool
- exercised user tests and gathered insights about user behaviour

UI/UX-Designer (Freelancer)
Fraunhofer Heinrich Hertz Institute HHI
06/2015 – 10/2015 (5 mos)
Berlin, Germany
Website redesign for Fraunhofer HHI research institute

- designed wireframes & user flows
- designed User Interface
- colaborated with development team for implementation

EMPLOYMENTS

UI/UX-Designer (Student part-time)
kontur networx GmbH
09/2013 – 04/2015 (1 yr 8 mos)
Berlin, Germany
Design for web marketing agency

- designed websites and online marketing for clients like Save the Children & VisitBerlin
- colaborated with dev team for implementation

User Interface Designer (Student)
Fraunhofer Heinrich Hertz Institute HHI
10/2012 – 10/2013 (1 yr 1 mo)
Berlin, Germany
Interface design for wireless communication & networks research projects

Junior Graphic Designer
cobra youth communications
09/2006 – 09/2009 (3 yrs)
Berlin, Germany
flash games & web marketing for clients like nickelodeon, Langnese & Lufthansa

Junior User Interface Designer
Webtrekk Analytics SL (Now Mapp)
09/2006 – 09/2009 (3 yrs)
Berlin, Germany
User Interface design for web analytics tool

EDUCATION

University of Applied Sciences Potsdam
Interfacedesign
2011 – 2014
Potsdam, Germany

OSZ Druck- und Medientechnik Berlin
Abitur, Design and Visual Communications, General
2010 – 2012
Berlin, Germany

+.+ Major: Digital Media Design & Maths

+.+ Grade: 1,3 (A+)

OSZ Druck- und Medientechnik Berlin
Media Designer for digital and print media, Design and Visual Communications, General
2006 – 2009
Berlin, Germany

+.+ **3 year dual apprenticeship**

+.+ 1/3 school 2/3 working in company

+.+ (Cobrayouth Communications & Webtrekk - one company)

SKILLS

Tools & Technologies
Figma, Framer, Adobe XD, Illustrator, Photoshop, After Effects, Sketch, proto.io, Marvel, Principle, Studio, Flinto, Kite, Zeplin, Unity...

Competencies
User Experience Design, UI Design, Human-Computer Interaction, Service Design, Digital Product Design, Information Architecture, Prototyping, Design Systems, Project Management

Languages
German, English, Spanish