

Alexandra Krietzsch  
**UX/UI & Graphic Designer**

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UI Design | UX Design | Graphic Design | Layout Design | Print Design | Branding |  
Strategy & Vision | User Research & Testing | Product Management | Project Management  
| German (native) | English (fluent)

## EXPERIENCE

09/2018 -  
present

### **UX/UI & Graphic Designer (Freelance)**

Berlin, Germany

My Roles: UI, UX, Graphic Design, Layout Design, Print Design, Digital Assets, Design Library, Corporate Branding, Design Consulting, Project Management, Research

*Projects in the following industries: fashion, finance, real estate, agriculture, business*

07/2015 -  
08/2018

### **Lead UX/UI & Product Designer**

Hubrick Limited | Berlin, Germany

- Telling engaging stories through effective user experience and compelling visuals
- Leading user experience in alignment with technical and business requirements
- Defining the creative vision and create style consistency
- Driving user-focused designs for e-commerce verticals
- Develop high-level concepts and prototypes
- Product & project management
- Conducting user research and user testing

05/2011 -  
06/2015

### **Senior UX & Visual Designer Onsite Marketing**

Zalando SE | Berlin, Germany

- Lead in the creation and definition of the UX, UI and visual design
- Create compelling solutions for landing pages
- Improvement of usability and optimization of conversion rate
- Experience gleaning insights from data and working with data scientists
- Apply and evolve the existing CI Guidelines
- Effectively manage multiple projects/tasks of varying complexities
- Communicate the user experience to various stakeholders
- Creative direction and managing the work of junior designers

01/2009 -  
04/2011

### **Graphic Designer (Freelance)**

Zeitz, Germany

My Role: Conception, Print Design, Branding, Art Direction

Work: Corporate ID, Print Design, Book Design, Screen Designs

01/2008 -  
12/2008

### **Junior Graphic Designer**

David Sutherland, Inc. (In-house Marketing Department) | Dallas, TX, United States

My Role: Conception, Art Direction, Production Work, Pre-press, Project Management

Work: Brochures, Catalogs, Mailers, Price Guides, Ads, Web Design, Packaging

## EDUCATION

08/2005 -  
05/2008

### **Bachelor of Fine Arts, Communication Design**

Texas A&M University - Commerce

*Dallas, TX, United States*