



# KATARINA HARTH

## UX/UI DESIGNER

### CONTACT ME

hello@katarinaharth.com  
katarinaharth.com  
+49 157/726 612 74

 Visit me on Xing

 Visit me on LinkedIn

### SKILLS

#### Methods and Deliverables

User flows • User stories • Personas  
• Wireframes • Mock ups • Responsive design  
• Prototypes • Style guides • Icon Design

#### Research

• Surveys • Usability tests • A/B Testing  
• Card Sorting • Preference Test

#### Methodologies

Design thinking • User-centered design  
• Lean UX • Scrum

### TOOLS

#### Design

Sketch • Photoshop • Illustrator • Indesign

#### Prototyping

Invision • Marvel • Balsmiq • Overflow

### CLIENTS

#### Agencies

Serviceplan Group • Leo's Thjnk Tank  
• Laut von Leise • McCann • Syneos Health  
• Heye • Sassenbach Advertising

#### Clients

MINI, BMW, Mc Donalds, Harley Davidson,  
KTM, Siemens, Hexal, HD+, Gigaset, Planet  
Sports, Zugspitze, Drei Austria

### EDUCATION

#### UX/UI Design Specialisation

2018 / CAREERFOUNDRY.COM

#### Academic degree in Communication Design

2008 - 2011 / AKADEMIE U5 MUNICH,  
GERMANY

Communication Design Diploma

### LANGUAGES

• German fluent (native)  
• English fluent (written and spoken)  
• Portuguese (basic conversational)

I help companies build focused and profitable digital products.  
Formerly an Art Director, now a UI/UX consultant.

My 7 years + of advertising agency experience, taught me to perfect communication and enrich consumer experiences by transforming needs and desires into campaigns that convert.

With a problem-solving mindset, I create designs that are aesthetically pleasing, technically refined and easy to use, helping clients to craft digital experiences, that empower users and boost business growth.

### TALENTS

- I collaborate with cross-functional digital teams, as designers, product owners and front-end developers.
- I ensure consumer-focused and consistent UI across all digital platforms.
- I test and validate designs based on user insights, to find the balance between user, business, and technical needs.
- I identify design opportunities to improve user interface and usability.
- I take ownership and responsibility for every last detail.

### WORK EXPERIENCE

#### UX/UI DESIGNER / 2018 – Present INDEPENDENT CONSULTANT

- Focused on implementing business objectives into an app concept by developing functions to increase sales & engagement. This process required user research, user flows, wireframing, prototyping and user testing.
- Applied *Design Thinking* strategy to develop a web and mobile app concept for an e-learning platform. The success rate of specific user tasks could be increased through various iterations and user tests.
- Created concept and design for a location-based app with a mobile-first approach following UX design and heuristic principles. Implemented app features based on user research to ensure an user-centered approach.
- Conducted user research and persona creation to validate user needs.
- Communicated design solutions at various stages using flow diagrams, wireframes and high fidelity prototypes for multiple platforms.

#### ART DIRECTOR / 2013 – 2018 INDEPENDENT CONSULTANT

- Collaborated with cross-functional teams (Creative, Development and Marketing) of different full-service agencies to build digital products and multi-channel marketing campaigns with a focus on food, automotive and medical industries.
- Worked in enterprise-level and fast-paced environment and ensured deliverables on time.
- Visualised and presented concepts to stakeholders.
- Created visual identities and brand guidelines.

#### JR. ART DIRECTOR / 2011 – 2013 HELLO MUNICH (FULL-SERVICE AGENCY)

- Designed and developed campaign ideas and ads for multiple clients across various channels including digital touchpoints, social media, billboards, print, and retail.
- Established visual identities and digital marketing communication materials.
- Collaborated with cross-functional design teams and other agency resources breaking down complex ideas and communicating them in a meaningful way.
- Managed and mentored trainees and interns.