

# Jennifer Graw

## UI/UX Designer

### Contact



#### Location

Berlin, Germany



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#### Links

<https://www.linkedin.com/in/jennifer-graw>

<https://www.behance.net/jennifergraw>

### Skills

- User Research
- Personas
- Prototyping & Wireframing
- Mockups & Mood Boards
- User Flows
- Style Guides
- Responsive Web Design
- Native and Web Apps
- Usability Testing
- HTML, CSS, Javascript
- Fashion Design
- Graphic Design

### Tools

- Sketch
- InVision
- Flinto
- Marvel
- UsabilityHub
- Adobe Creative Cloud
- HTML, CSS & JavaScript
- google drive
- excel

### Languages

- German | Native
- English | Fluent
- Danish | Conversational

### Profile

UI/UX Designer with a strong sense of visual design and drive to get things done. Experienced working in e-commerce across multiple teams, managing campaigns, creating content that is always focused on customer needs.

### Education

#### UI-DESIGN CERTIFICATION FRONTEND SPECIALIZATION

*Careerfoundry, Sep 2021 -  
August 2022*

An intensive 700+ hours,  
UI/UX design course that  
includes hands-on learning,  
designing and testing.

#### BA FASHION DESIGN

*University of applied sciences Berlin,  
May 2014 - Oct 2017*

Bachelorthesis:  
<https://www.studiojendesign.de/>

### Projects UI/UX Design

- Built a responsive cooking web app by using UX and UI Design.  
UX design consisted of conducting user research, creating personas, drawing user flows, sketching low-fidelity wireframes, and testing them on potential users. The UI design consisted of developing mood boards, running user preference tests, establishing a style guide, designing for breakpoints in responsive design, and creating mockups. This project was achieved using Sketch, InVision, Marvel, Usability Hub, and Photoshop.  
View project case study here:  
<https://www.behance.net/gallery/146071223/coogoo->
- Designed a native app concept for a money saving tool called NOW.  
The process consisted of creating Brand Guidelines, running user tests, defining the userflow, creating a Styleguide and designing the wireframes and prototypes with the use of Sketch and Invision.  
View project case study here:  
<https://www.behance.net/gallery/146073749/NOW->

### Experience

#### COPYWRITER EXPERT / CONTENT MANAGER

**Zalando Lounge Berlin** | Aug 2018 - September 2021

I navigated a small team of four people and created content that was always focused on customer needs. I was running quality checks for consistency and quality standards in the text fields (CTAs, headlines and short copy), created and optimized content for different brands and topics and managed campaigns using content management systems.

#### QUALITY ASSURANCE ASSISTANT & RETOUCHER

**Zalando Studios Berlin** | Feb 2018 - Aug 2018

I was running quality checks for keeping consistency and quality standards in the Webshop for Premium Brands. I also retouched, edited, and corrected images to match different brand specifications using Adobe Photoshop.

#### WORKING STUDENT

**Makerist GmbH Berlin** | Jan 2016 - Jun 2017

I was responsible for the expansion of the instructions market in the e-commerce area and for handling the new intake of designers. I also edited new products and uploaded them with the content management system. In connection with my bachelor thesis, I created two sewing patterns and instructions for sale: <https://www.studiojendesign.de/e-books>