

LARA ROCKENSTEIN

born on 30 September 1993 in Berlin



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EDUCATION

Full Stack Web Development Bootcamp | Ironhack (2022)

M. Sc. Integrated Design Engineering | Otto-von-Guericke-Universität Magdeburg (2020)

B. Sc. Engineering Science | Technische Universität Berlin (2016)

SOFTWARE

JavaScript ES6
NodeJS, Express
MongoDB
React, HTML, CSS
Figma
Adobe CS (Ps, Id, Ai, Xd, Pr)

COMMUNICATION

German (Native)
French (Fluent)
Spanish (Fluent)
English (Fluent)
Portuguese (Basics)
German Sign Lang. (Basics)

PROFESSIONAL EXPERIENCE

01/2023 – now

mio42 (Kassenärztliche Bundesvereinigung)

Company mandated to define national interoperability standards

UX/UI Designer

- contributed to establish a UX/UI department incl. target definition, tooling and work processes
- created a design system and a cross-project component library
- developed wireframes and interactive prototypes for UI for the responsive display of various data records (vaccination record, medication plan, etc.)
- developed UX concepts regarding the interaction between media software and ePA for multiple end systems and delivered the results as guided demo user flows and as guidelines with UX criteria for the implementing systems
- conceptualized and conducted UX workshops, reviews and user testing with associations, industry partners and users

04/2021 – 04/2022

Nutanix

Cloud computing company with focus on data centers and hybrid multi-cloud deployments

UX/UI Designer

- drove the design process for multiple new product features (e.g. for IT security issues management and server cluster acquisition/deployment/monitoring)
- conducted user research (interviews and testings) and translated findings into user flows
- created detailed visual prototypes and contributed to the enhancement of the component library
- ensured effective execution of design closely together with frontend and backend engineering teams

06/2019 – 11/2019

unyt.berlin

Design agency for capital goods and high-tech systems

Industrial Design intern

- conducted technical and market research
- implemented ideation workshops with costumers
- developed concepts and design as sketches, illustrations and renderings
- CAD-modeled design solutions to production readiness

PERSONNEL INTERESTS

Handicrafts

Thai boxing

Dancing

Table tennis

Barcelona

Cinema

Algae and other microorganisms

Backgammon