CARINA OBSTER
UI/UX DESIGNER & UX WRITER

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PROJECTS

7/21- 8/21 — **E-COMMERCE UI PROJECT: Portal to the East**
- Designed a store app with a focus on high-quality products from Asia.
- Created a style guide with guiding principles.

https://uxfol.io/project/030abb39/Portal-to-the-East

6/21- 7/21 — **FINTECH UI PROJECT: AnubisCoin**
- Designed a cryptocurrency app that focuses on young investors and the German market.
- Conducted market research and a competitor analysis.

https://uxfol.io/project/035c5d64/AnubisCoin

02/16 - now — **FREELANCER AT MY COMPANY YANG@·エ·@TEXT, MUNICH**
- Translated UI content for big social media companies and gained a good understanding of UX writing.
- Translated marketing and business material for companies like Karl Lagerfeld.
- Translated and edited several novels, a.o. for Harper Collins.
- Conducted several ghostwriting projects and wrote two novels.

ABOUT ME

UI/UX designer with a background in UX localization and writing at major social media companies. Always focusing on the best user experience and looking for elegant and clean solutions. Good knowledge of psychology and basic web development skills.

INTERNET PRESENCE

Mail: carina.obster@web.de
www.uxfol.io/Carina-Obster
https://www.behance.net/carinaobster
www.linkedin.com/in/carina-obster/

11/15 - 12/19   **JUNIOR EDITOR AT OTTO SCHMIDT VERLAG, MUNICH**
- Maintained the publisher's website.
- Edited German and English manuscripts.
- Learned the basics of marketing and sales.

2012 - 2014   **INTERNSHIPS AT SEVERAL MEDIA INSTITUTIONS**
- Interned at publishers and media companies like C.H.Beck and Bayerischer Rundfunk

EDUCATION

10/2021   **Career Foundry**
Diploma in UI/UX Design

07/2020   **University of Munich and Vienna**
M.A. Specialized and Literary Translation
Focus on Localization, Business & Law Texts

07/2013   **B.A. Comparative Literature**
Focus on Psychoanalysis,
Minor subject: Art History

TOOLS AND SKILLS

Figma

Adobe XD

Invision

UX Methods
User Interviews, User Personas, User Flows, User Testing, Wireframing

UI Design
Moodboards, Protoyping, Styleguides

Languages
English, German, French, Chinese