



STEFANIE ZWICKY

JUNIOR UX / UI DESIGNER

I am a communicative team player, enjoy learning new things and appreciate working with different people. As a service-oriented account manager, my previous focus has been on customer service and campaign management. With training as a UX/UI designer, I have further developed my skills in creative ideation to organizational planning and implementation and discovered my passion for creating new experiences for users and designing intuitive interfaces that make life better.

SKILLS

- Project Management & Customer Consulting
- Wireframing & Prototyping
- User Personas
- Research: Competitor & User
- Information Architecture
- Usability Testing
- Designing Online Marketing Ads
- Copywriting
- PR and Social Media
- Curiosity
- Communication

ICT

- Microsoft Office – very good skills
- Social Media – very good skills
- Figma – good skills
- Adobe XD – good skills
- WIX – good skills
- Wordpress – good skills
- Xandr – good skills
- Adobe Illustrator – basic knowledge
- Adobe InDesign – basic knowledge
- Adobe Photoshop – basic knowledge

EXPERIENCE

SOON WITH YOU?

UX/UI INTERN

[Bank Vontobel / Zurich / September 2021 – February 2022](#)

Internship at Bank Vontobel within the UX department.

My activities:

- Design Pattern Library migration and maintenance
- Working on ongoing app development (designing wireframes, user testing, prototyping)
- Working on website relaunch: designing wireframes, usability testing
- Project lead in introducing Figma: creating training material, blogpost, training sessions

UX/UI DESIGNER TRAINEE

[CareerFoundry / Berlin / October 2020 – September 2021](#)

Intensive project-based training program for UX Designers, specializing in UX process and methodology that includes user research, user journeys, user personas, testing, information architecture, and visual design fundamentals.

- Designed 2 apps, both native mobile and mobile-first web application, using Figma for wireframes and prototypes.

ACCOUNT MANAGER

[Matto-Group / Zurich / February 2019 – August 2020](#)

Matto-Group is a start-up agency for media marketing with focus on buying and selling advertising space (online/offline) in the media industry.

My activities:

- Event marketing: Co-developing ideas for event presences of various large companies in the fields of telecommunication and insurance at Züri Fäscht
- Media consulting and sales: Consulting and sales of online advertising spaces (display and programmatic) as well as coordination of campaign management including final reporting for clients from the media, retail, cosmetics, automotive, banking sectors
- Copywriting: Creation of online advertising banners, content for the Matto-Group website and sales presentations, various PR reports, including an article on sponsoring Züri Fäscht
- Strategic consulting: co-developing the strategy for new online advertising space for a cooking magazine
- Influencer marketing: project briefing and consulting

TRAINEE SPONSORING / PR / MARKETING

[Matto-Group / Zurich / February 2018 – January 2019](#)

During my one-year traineeship, I gained experience in the areas of sponsoring (events), PR and marketing.

LANGUAGES

- German – Native Language
- Englisch – C1 level
Cambridge CAE
- French – B1 level
- Spanish – basic knowledge
- Chinese – basic knowledge

HOBBIES

- English Literature
- Horseback riding
- Art & Design
- Crocheting

REFERENCES

Will be gladly disclosed upon request during a personal meeting.

EDUCATION

- Bachelor of Arts in Sozialwissenschaften
Hauptfach: Publizistik- und Kommunikationswissenschaft
Nebenfach: Englische Sprach- und Literaturwissenschaft
[Universität Zürich](#)
08.2014 – 07.2017
- UX/UI Design course
[CareerFoundry, Berlin](#)
10.2020 – 09.2021
- SEA, Programmatic Advertising, Videomarketing & Crossmedia
[Fachhochschule Nordwestschweiz](#)
04.2020
- Introduction Programmatic Advertising Tool Xandr
[Xandr, Zurich](#)
04.2020
- Basics in SEA und SEO
[Google, Zurich](#)
06./07.2019
- Basics in InDesign, Illustrator, Photoshop and Acrobat DC
[Digicomp Academy AG, Zurich](#)
01.2018
- Adobe Photoshop CC Module I – Basics
[Digicomp Academy AG, Zurich](#)
12.2017