

Magdalena Schindler

UX Designer with a background in graphic design and project management.

I aim to improve the digital world from the user's point of view by using my solution-oriented approach and my user-centered mindset. My superpower is my empathy, which allows me to identify deep-seated reasons behind objections.

Contact

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[LinkedIn](#)

[My Portfolio](#)

Skills

UX Research

Competitive Analysis
Online Survey
User Interviews
Affinity Map
User Persona
Card sorting

UX Design

User Journey Map
User Flows
IA
Wireframing
Prototyping
Usability Tests

UI Design

Visual Design
A/B Testing

Tools

Figma
Adobe XD
Marvel
HTML
CSS
Adobe Indesign
Adobe Illustrator
Adobe Photoshop
Affinity Publisher
Affinity Photo
Whimsical
Diagrams
Miro
Office Timeline
Notion
MS Office
Canva

Professional Experience

Project Coordinator Teacher Education Jul 2018 - Dec 2022
University of Graz - Center for teacher education, Graz/Austria

In order to present the complexity of teacher education in a simplified way, I have built and continuously updated online and print information in collaboration with the design and development team. Relevant information became more quickly accessible to stakeholders.

Workshop facilitator Jan 2018 - Jul 2018
Steirische Volkswirtschaftliche Gesellschaft, Styria/Austria

The workshops took place in schools as well as in adult education, where the same content was taken up by very different target groups. I was able to keep my audience engaged by teaching in a target group-oriented way, responding to individual needs and adapting the content to the situation. In this way, I ensured the best transfer of knowledge.

Customer service and cash desk July 2017 - June 2018
Lichtspieltheater BetriebsGmbH - Geidorf Kunst kino, Graz/Austria

Responsible for cashiering, customer service, and handling inquiries prior to the start of performances.

Customer service and graphics design May 2015 - February 2017
University of Graz - Campus advertising, Graz/Austria
Supervised external companies in planning promotion booths on the university campus. Assisted with issues during promotions to ensure smooth operations.

Corporate Communications May 2013 - Dec. 2014
EMS Handelsmarketing, Graz and Fürstenfeld/Austria
Responsible for the rebranding of a sub-brand and the relaunch of the entire corporate design. Conception and implementation of web presences and trade fair booths for a uniform perception of the umbrella brand and its sub-products. Successful establishment of seminar and event organization as additional communication channels.

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Education

UX Design Certificate
Jan - Dec 2022
Career Foundry

Graphic and Communication
Design Certificate
Sept 2007 - Jul 2010
Ortweinschule Part-time
college of communication
design

Masterdegree Design &
Product Management
Sept 2003 - Dec 2007
University of Applied Science
Salzburg

Extras

Volunteering
Coordinator for Fashion
Design
Diagonale Filmfestival 2012

Internship
Marketing and Business
consulting
emotion banking
Aug 2006 - Jan 2007

Further training in the field of
Communication
Institute of
Humankompetenz

Project Management
Certificate Level D
PMA Austria

Languages

German
English
French

Professional Experience

Graphic Design Apr 2011 - Jan 2012
IFK Impulszentrum - BETA Young Creative Lab

Coordinated the graphic design group, responsible for the creation and timely printing of the work exhibition. I ensured an appealing compilation of the individual artworks as well as a timely delivery.

Customer Service and cash desk Oct 2010 - Apr 2013
Restaurant Ginko, Graz/Austria

Contact person and customer service during restaurant's peak times.

Corporate Communications Jul 2010 - Mar 2018
Self employed @ gasch unit fashion, Graz/Austria

Created a communication concept for sales events to increase brand awareness of the fashion label. Made decisions on organizational activities for daily operations and responded inquiries to increase client satisfaction.

Marketing Project Digital Papers Jul 2010 - Sept 2010
Advertising Agency Schlögl & Schlögl, Graz/Austria

As contact person for epapers I was responsible for the creation of customer presentations and coordination with technical implementers.

Educational leave Sept 2009 - Jul 2010

To finalize my additional education at evening school I made use the opportunity to put my activity as a Graphic designer to rest.

Graphic Design Oct 2010 - May 2010
Advertising Agency Wegscheider, Graz/Austria

Versatile Graphic design with a focus on editorial design. Assistance of the management such as timely preparation of the accounts.