

# KARIN HOFFMANN



## PRODUCT DESIGNER

+49 1786 313478

[khoffmann.design@gmail.com](mailto:khoffmann.design@gmail.com)

<https://karin-portfolio-orpin.vercel.app>

[Linkedin](#)

I'm a designer with range, skilled in research, prototyping, and testing. I collaborate across teams and help make UX a core part of product culture.

2021 - 2025

### Senior UX/UI Designer

*Element Insurance AG*

- Streamlined the UX-to-Dev handoff, ensuring faster and more accurate Figma file implementation.
- Organized and facilitated design sprints with Product Owners and Engineers to generate ideas and wireframes for the initial POC.
- Conducted stakeholder interviews to validate and iterate low-fidelity wireframes, enabling a smooth transition to high-fidelity designs and development.
- Led the adoption of a unified Design System, enhancing design consistency and streamlining designer-to-developer handoff.
- Created prototypes for demos and usability testing, helping stakeholders visualize concepts and refine product ideas.

2020 - 2021

### Freelance UX/UI Designer

*Mello (Parenting app)*

- Established the user research discipline, resulting in a continuous cycle of user interviews and usability testing to inform product updates and new features.
- Designed customer surveys and conducted analysis to support hypotheses with quantitative data.
- Conducted competitor analysis to define business goals.
- Created wireframes and prototypes for usability testing, improving the user experience, retention, and number of Monthly Active Users (MAU).
- Developed a style library of assets and designed the final UI for handover to developers.

2020

### Freelance UX/UI Designer

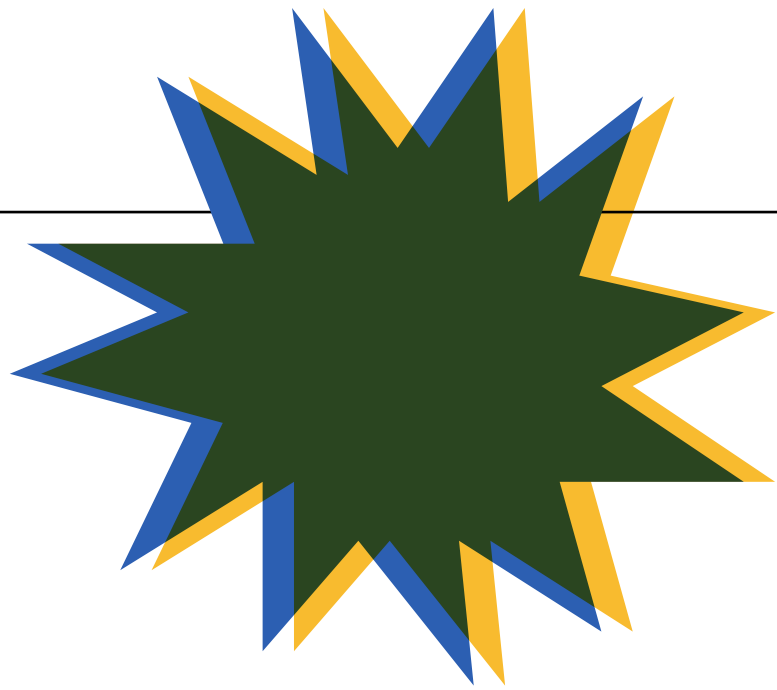
*Astreca (Bulk merge app)*

- Analyzed backend technical constraints and designed an intuitive solution.
- Revised copywriting to improve system visibility and user satisfaction.
- Created a high-fidelity prototype with clear developer instructions, streamlining the handover process and facilitating rapid deployment.

2020	<p><b>Freelance UX/UI Designer</b>  <i>Apetit (Foodsharing app for neighbours)</i></p> <ul style="list-style-type: none"> <li>Redesigned a previous iteration of a website and app, focusing on usability, design principles, and UX/UI best practices, resulting in a high-quality prototype for an investment pitch.</li> </ul>
2017–2019	<p><b>Garment Technician</b>  <i>Zalando Creation and Sales (Berlin)</i></p> <ul style="list-style-type: none"> <li>Conducted onsite supplier visits with international stakeholders, establishing effective collaboration and achieving business KPIs.</li> <li>Created a pattern library for repeat styles, improving production standards and reducing lead times.</li> </ul>
2016–2017	<p><b>Freelance Fashion and Product Design assistant</b>  <i>Deepti</i></p> <ul style="list-style-type: none"> <li>Structured the quality control process to ensure customers received garments of the highest standard.</li> <li>Developed experimental fabrication techniques that contributed to the brand’s avant-garde identity.</li> </ul>
2015–2016	<p><b>Assistant Lecturer Fashion Design</b>  <i>Berlin University of the Arts</i></p> <ul style="list-style-type: none"> <li>Analyzed backend technical constraints and designed an intuitive solution.</li> <li>Revised copywriting to improve system visibility and user satisfaction.</li> <li>Created a high-fidelity prototype with clear developer instructions, streamlining the handover process and facilitating rapid deployment.</li> </ul>
2015	<p><b>Intern – Fashion Designer</b>  <i>Hugo Boss Fashion Inc. (New York)</i></p> <ul style="list-style-type: none"> <li>Assisted the design director in creating engineered layouts in Photoshop and Illustrator.</li> <li>Collaborated with designers to produce runway samples using innovative draping, finishing, and printing techniques.</li> </ul>
2012–2013	<p><b>Working Student – Product Management and Design</b>  <i>zLabels GmbH (Berlin)</i></p> <ul style="list-style-type: none"> <li>Assisted the design director in creating engineered layouts in Photoshop and Illustrator.</li> <li>Collaborated with designers to produce runway samples using innovative draping, finishing, and printing techniques.</li> </ul>
2011–2010	<p><b>Junior Garment Technician</b>  <i>Bibette Clothing Manufacturers (Cape Town)</i></p> <ul style="list-style-type: none"> <li>Assisted the design director in creating engineered layouts in Photoshop and Illustrator.</li> <li>Collaborated with designers to produce runway samples using innovative draping, finishing, and printing techniques.</li> </ul>
EDUCATION	<p><b>Certified UX Designer</b>  <i>Career Foundry</i></p> <ul style="list-style-type: none"> <li>Completed five months of intensive training in user-centered design thinking, research, methodology, and application.</li> </ul> <p><b>Bachelor of Arts in Fashion Design</b>  <i>Berlin University of the Arts (UDK), Germany (2011–2014)</i></p> <p><b>Diploma in Fashion Design</b>  <i>Elizabeth Galloway Academy of Fashion, Cape Town (2006–2009)</i></p>

# TOOLS

- Figma
- Hotjar
- Claude Code AI
- ChatGTP
- Webflow
- Adobe Photoshop
- Adobe Illustrator
- Microsoft Office
- Jira
- Confluence



# PROCESS

- User Interviews
- Surveys
- User Journey Mapping
- Information Architecture
- Card Sorting
- Personas
- Wireframing
- Prototyping
- Usability Testing
- Design Sprints

# LANGUAGES

- English
- German
- Afrikaans