



# Lucas Going

## UX Designer

### About Me

UX designer with a background in purchasing and customer service consulting. Leveraging empathy and understanding of consumer needs to craft user-centric designs. Proficient in wireframing, user research, and prototyping, using tools like Figma and Adobe XD. Adept in every phase of the design process, from ideation to product launch. Dedicated to fostering collaboration and reliability within the team.

### Contact

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### UX Skills

- UX Research | User Interviews | Competitive Analysis | Card Sorting | User Personas | User Stories | Task Analysis | User Flows | Information Architecture | Wireframing | Prototyping | UI Design | Usability Testing | Preference Testing | Design Documentation & Presentation

### Software Knowledge

- Figma | Adobe XD | Sketch | Marvel | MS Office Applications

### Education

- 2023  
UX Design Certification  
CareerFoundry | Berlin
- 2017 - 2020  
B.Sc. Int. Business & Mgmt.  
EU Business School | Munich  
University of Roehampton | London

### Languages

- English - Native  
German - Proficient (C1)

### UX Projects

- 2023  
**VELA**  
[Final Project at CareerFoundry](#)
  - Problem: Weather forecast apps have become plagued with outdated UI, features hidden behind paywalls, and can often be confusing. Water-sports enthusiasts need a way to access information that is both beautifully displayed, and easy to understand.
  - Research Phase: Competitive analysis, user interviews, card sorting, affinity mapping, user personas, journey maps, user flows, low-fidelity wireframing, usability testing
  - Solution: Designed a responsive weather forecast app for water-sports enthusiasts based around community hubs - “spot profiles”, encouraging user interaction and engagement.

- 2023

#### Vocab

##### [UX Research at CareerFoundry](#)

- Problem: Students need a way to improve their language skills when studying abroad to quickly adapt to life and studies in a foreign language.
- Research Phase: Competitive analysis, user interviews, user personas, user stories, user flows, low-fidelity wireframing, usability testing
- Solution: Designed a customizable flashcard app, encouraging users to return and review past mistakes. Devised a plan for future design iterations.

### Recent Experience

- January 2022 - Present  
**Purchaser and Customer Service Consultant**  
[Marks Feinkost](#)
  - Analyzed industry trends, collaborating closely with coworkers to strategically procure exciting new products, resulting in an expanded product line that captured emerging market demands.
  - Assessed inventory levels systematically, implementing strategic management techniques to optimize space utilization and minimize waste, resulting in streamlined operations and increased efficiency.
- September 2018 - December 2021  
**Customer Service Consultant**  
[Marks Feinkost](#)
  - Corresponded consistently with a diverse customer base, employing empathy-driven approaches to tailor communication styles according to individual customer needs, fostering stronger connections and enhancing customer satisfaction.
  - Exceeded service expectations through proactive identification and resolution of customer issues, fostering collaborative solutions across departments.
  - Applied personalized and empathetic communication techniques, consistently elevating customer satisfaction metrics and fostering enduring client relationships.