

Hadass Sternberg

Digital Product Designer (UX/UI)

She/her
Berlin
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I'm a dedicated Product Designer with 6+ years of experience across tech and creative environments, including 2+ years designing UX/UI for B2B SaaS platforms. Skilled in crafting user-focused solutions for complex systems, developing scalable design systems, and working cross-functionally with product and engineering teams.

ABOUT

Design skills

Wireframing
Prototyping
User research
User Flows
Interaction Design
Responsive design

Soft skills

Empathy
Communication
Problem-solving
Time management
MVP Prioritization
Attention to details
Storytelling

Tools

Figma
AI (ChatGPT)
HTML/CSS
Adobe Creative Suite
(Photoshop, Illustrator)
Jira, Confluence
Miro / Figjam
Notion

Languages

English (Native)
German (C1 Fluent)
Hebrew (Native)

PROFESSIONAL EXPERIENCE

Hubject

Apr 2023 – Present. Full time. Berlin

Intermediate UX/UI Designer

- Led end-to-end UX/UI design for complex SaaS platforms in eRoaming and financial services, translated business requirements into intuitive workflows solutions.
- Conducted user research and competitor analysis inform feature design.
- Created high-fidelity wireframes and prototypes for data-intensive user journeys.
- Owned and scaled a Figma-based design system in collaboration with front-end developers, leveraging component library and reduced implementation time by 50%.
- Collaborated closely with PMs, developers and stakeholders in an agile environment, communicated fluently in written and spoken English.

UI/UX Design intern

- Improved user experiences and product features through feedback, and designed mid- and high-fidelity wireframes, prototypes, and seamless workflows.

Freelance – Digital and UX designer

Oct 2022 – Nov 2023. Berlin

- Designed websites for art professionals, translating vision into usable design.
- Conducted user research, built information architecture, and developed interactive websites using no-code tools and custom HTML.

S/O/G – Art Director

May 2022 – Sep 2022. Full time. Berlin

- Led visual branding projects from concept to execution, ensuring brand consistency.
- Collaborated closely with copywriters and designers to refine design solutions.

DOJO – Graphic Designer

Sep 2020 – Jan 2022. Full time. Berlin

- Developed campaign concepts and visuals for large clients, incl Spotify and Klarna.
- Designed digital, print, and web assets, tailoring solutions to target audiences.

EDUCATION

Ironhack – UX/UI Design Bootcamp

Oct 2022 – Dec 2022. Berlin

Winner of UX/UI project at Ironhack Hackshow – with “Toshi” financial investment app.

HTK Academy – Visual Communication Ausbildung

Jan 2017 – Mar 2020. Berlin

Graduated with distinction, Final Grade: 1.0 (“Very Good”).