



# JASMIN BRUNSCHWILER

Customer-focused and analytical professional experienced in working with digital tools and complex systems. Detail-oriented and skilled in documentation, process improvement, and clear communication in both German and English, I am expanding my technical foundation in cloud, networking, and automation to contribute to customer success at Cisco.

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## SKILLS

User & System Analysis · Usability

Testing · Requirements Gathering ·

Accessibility (WCAG 2.2)

System Visualization · Interactive

Prototyping · Information Architecture ·

Technical Documentation

System Governance · Version Control ·

Process Optimization · Cross-Functional

Collaboration

Analytical Problem-Solving · Customer

Communication · Technical Curiosity ·

Cloud & Infrastructure Awareness

## Tools & Collaboration

Jira · Confluence · Miro · Notion · Figma ·

Adobe CC · Meta Ads Manager · Airtable

· Hubspot

## LANGUAGES

- English
- German

## CERTIFICATIONS

- Oracle Cloud Infrastructure 2025 Certified AI Foundations Associate
- Strong interest in networking, cloud infrastructure, and automation technologies

## WORK EXPERIENCE

### Gematik GmbH

Working Student UX/UI Design · März 2024 – August 2024

- **Created and validated early UX concepts for the electronic patient record (ePA)** to establish a clear structure and navigation foundation for later development.
- **Improved interface consistency and user experience** by refining and implementing **UI adjustments for the E-Prescription App** based on design feedback and usability goals.

### Craftnote GmbH

Intern UX/UI Design · August 2023 – Februar 2024

- **Delivered 2 validated concepts in 5 days** by running an end-to-end Design Sprint.
- **Improved consistency and dev speed** by building a design system (Figma library, tokens, naming, contribution).
- **Generated actionable insights** by organizing and conducting B2B user tests
- **Accelerated delivery quality** by aligning backlog priorities and acceptance criteria with product/dev.

### Hasso-Plattner-Institut (HPI)

Working Student UX/UI Design · Juni 2022 – Juni 2023

- **Delivered actionable concepts each sprint** by planning, organizing, and facilitating end-to-end Design Thinking workshops.

### Tribe Growth GmbH

Working Student UX/UI Design · Social Media Manager

August 2021 – April 2022

- **Improved qualified traffic and ad performance** by conceptualizing, editing, and launching social/performance ads via **Meta Ads Manager**.
- **Enhanced website conversion** through UX optimization of the homepage (structure, copy, CTA placement, and trust cues).

### Full-Time Visual Merchandiser

Zara Inditex / KaDeWe Berlin / BOLD

2017 – 2021

- Developed POS and spatial concepts, window campaigns, and visual guidelines
- Oversaw multiple stores, handled concept development, and coordinated local teams

## EDUCATION

Bachelor of Arts – Interface Design University of Applied Sciences Potsdam · 2021 - 2025

Apprenticeship – Visual Merchandising Magazin zum Globus, St. Gallen 2013 - 2017

Apprenticeship – Interior Design Wyser AG Tägerwilen, Switzerland 2012 - 2013