



# Jordan Herzfeld

UI | UX Designer

## Contact

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- 📍 Velbert, Düsseldorf

## Tools Skills

- Figma
- Adobe XD
- Adobe Photoshop
- Balsamiq
- Miro
- Visual Studio Code

## Soft Skills

- Thinking outside of the box
- Reflected
- Communicative

## Portfolio

 [Behance](#)

## Languages

- Deutsch - Native Language  
Englisch - C1/C2

## About me

I am a 21 year old, detail-oriented Junior UI Designer with a passion for designing meaningful products. I am always eager to learn and listen to feedback to develop the best product possible.

## Experience

- 2022-2023

### Concept Projects

- MoneyWise | Native Mobile App, which should help the user to build up wealth more easily
  - Identification of starting points for a money saving app based on a competitor analysis of two competitors
  - Development of a brand & style guide based on 3 core values
  - Creation of wireframes up to the final user interface, with regard to the brand & its created style guide, so that the brand values are reflected in the design
- ByteShield | iOS & Android VPN App, which should give the user control over their data
  - Conducting competitor analysis & user tests
    - User tests performed during the mid-fidelity phase as well as with the final user interface to ensure a pleasant UX
  - Design using the iOS Human Interface Guidelines as well as Android's Material 3
  - Development of screens from low-fidelity wireframes to the final user interface
- Chef's Place | Responsive Recipe Web App, with a mobile-first approach
  - Stakeholder interview & competitor analysis
  - Creation of user personas & user flow
  - Development of a style guide
  - Creation of low-fidelity wireframes up to the final user interface

- 2020-2021

**Internship at the marketing- & product development department**  
Wundermix GmbH, Garching bei München

- In-depth analysis of competitors
- Development of existing products
- Brainstorming for new products

## Education

- 2022 - 2023  
**UI Design Zertifikat**  
CareerFoundry - Remote
- 2019 - 2022  
**Fachhochschulreife & Ausbildung zum kaufmännischer Assistent**  
Lore-Lorentz-Berufskolleg
- 2012 - 2019  
Gymnasium Gerresheim