

Bio

CV Larissa Lang



I am an interdisciplinary and curious UX designer with a wide expertise in user studies, interaction and visuals.

Having recently completed a Master in Web Communication Design, I am now eager to take on new challenges in Stockholm.

Work experience

2023

Interaction and User Experience (UX) Designer

Freelance / 01.2014 to 09.2023

- » I specialize in making complex topics understandable and more accessible through design. My work approach is characterized by research and analytical thinking. Through my recent immersion into front-end programming, my ideas and solutions take into account the feasibility and effort required in development, offering a smooth communication between the two disciplines.
- » I have previously focused on logo design and layout, as well as offered consultancy in branding and communication strategy.

2021

User Experience (UX) Designer

scitis.io GmbH, Stuttgart, Germany / 01.2021 to 10.2021

- » Developing mock-ups and clickable prototypes for scitis' Industrial IoT platform. My prototypes visualized new features as well as improved existing parts of the interface. I based my mock-ups on user flows which I created for the different user groups within the scitis platform.
- » I worked in sprints within an international scrum team where I collaborated closely with the product owner and a dev team consisting of data scientists and developers.
- » Creating the company's brand styleguide and visuals for pitch decks.

2020

Project Manager Communications and Innovation Programs

bwcon GmbH, Stuttgart, Germany / 03.2019 to 04.2020

- » Conceptualizing and (co-)moderating workshops by using and combining several innovation methods.
- » Main project: Design Thinking process for a new website portal for the Baden-Württemberg ministry of Economic Affairs. I conducted and evaluated user interviews. Based on this, I developed an clickable website prototype as well as a requirements specification document.
- » Realizing project-specific websites. This included creating wireframes, implementing new content and functionalities as well as running user tests.

Work experience

2019

Working student Marketing & Graphic Design

bwcon GmbH, Stuttgart, Germany / 07.2018 to 02.2019

- » Communication and marketing material for the 2nd Blockchain Hackathon Stuttgart (website, social media, and print).
- » As a personal project, I also initiated and implemented the 'bwcon StarterKit' - a printed brochure that became part of bwcon's onboarding process for new employees.

2017

Founder / Social startup 'helpmate'

Generator Startup Center, Stuttgart, Germany / 03.2017 to 02.2018

- » Collaborating with two fellow students, my responsibilities within our social business idea 'helpmate' included research and design.
- » We participated in a 6-month accelerator program for founders of the creative industries where we further developed and validated our idea.

Education

Intensive Studies in Swedish as a Second Language

Åsö vuxengymnasium, Stockholm, Sweden / 11.2023 to present

M.Sc. Information Technology (IT) – Web Communication Design

Syddansk Universitet, Kolding, Denmark / 09.2021 to 10.2023

B.A. Graphic Design and Communication (ERASMUS)

Linköpings Universitet, Norrköping, Sweden / 08.2016 to 01.2017

B.A. Advertising and Market Communication

Hochschule der Medien, Stuttgart, Germany / 03.2014 to 02.2019

Skills & tools

Tools serve as a way for me to turn my ideas into solutions. The list on the right is therefore constantly changing (as I try out new tools) or my proficiency in them improving (as I deep-dive into new functions).

- » Design tools: Figma, Adobe CC, Sketch, and Miro.
- » Conducting user studies by employing methods such as Design Thinking, Prototyping, User Testing. Facilitating workshops on these topics.
- » Understanding and visualizing quantitative & qualitative data.
- » Implementing structured data markup on a website and making it more accessible by adhering to the WCAG 2.1 guidelines.
- » Generating customer insights and user journeys and deriving strategic decisions and creative concepts for relevant touchpoints.
- » HTML and CSS/SASS | Bootstrap and basic JavaScript.
- » Approaching interfaces with a user-centered mindset.
- » Creative thinking and collaborating in an agile team.

Languages

German, Native
English, Fluent

Swedish, Conversational
Danish, Intermediate

French, Elementary