

Bio

CV Larissa Lang



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

Originally from Germany, I have recently finished a Master in Web Communication Design in Denmark. I have now settled in Stockholm and am eager to take on new challenges.

Work experience

2023

Interaction and User Experience (UX) Designer

Freelance / 01.2014 to 09.2023

- » Most recently, I am responsible for UX research at klimatkollen.se, an open-source platform that visualizes Swedish climate data for citizens. I am currently conducting usability tests to understand user behavior and needs.
- » 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.

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 low- and high-fidelity prototypes visualized new features as well as improved existing parts of the interface. I based my designs 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

- » 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.
- » Conceptualizing and (co-)moderating workshops by using and combining several innovation methods.
- » Realizing project-specific websites. This included creating user flows & wireframes, implementing new content as well as running user tests.

Work experience

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 user 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

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

Syddansk Universitet, Kolding, Denmark / 09.2021 to 10.2023

Research project: Designing to support user agency.

Following a design thinking approach, I explored how design mechanisms on Instagram support and undermine user control.

Design methodologies applied: Desk research, Probe studies, Affinity mapping and Experience Prototyping (⇒ [Read the full study](#)).

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.
- » HTML and CSS/SASS | Bootstrap and basic JavaScript.
- » Creating wireframes, mock-ups and low- to high-fidelity prototypes.
- » Conducting user studies by choosing and combining suitable qualitative and quantitative research methods.
- » Mapping and analyzing user behavior and needs by developing user flows and user journeys.
- » Facilitating workshops such as Design Thinking and Participatory Design.
- » Formulating acceptance criteria and presenting progress to different stakeholders.
- » Implementing structured data markup on a website and making it more accessible by adhering to the WCAG 2.1 guidelines.
- » Approaching interfaces with a user-centered mindset.
- » Collaborating in an agile team.

Languages

German, Native
English, Fluent

Swedish, Conversational
Danish, Elementary

French, Elementary