



# Maria Hartung

UX Designer / Researcher

## CONTACT

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- Portfolio: [View Portfolio](#)
- Fahrenseifener Weg 4  
51545 Waldbröl  
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- Willing to relocate

## SKILLS

Competitive Analysis  
User Research  
User Personas  
User Flows  
Information Architecture  
Wireframing & Prototyping  
Usability Testing  
HTML & CSS

## TOOLS

Sketch  
Figma  
Axure  
Balsamiq  
OptimalSort  
UsabilityHub

## EDUCATION

09/2019 - 03/2021  
**CareerFoundry**  
*Certified UX Design Program*

10/2010 - 03/2018  
**University of Siegen**  
*B.A. Social Science & Media*

## LANGUAGES

German - native  
English - fluent

## ABOUT

UX designer with a background in social science and skilled in analyzing data and creating information architecture. Experienced in conducting effective interviews to help businesses identify underserved customer needs and turn insights into features. Looking for a UX position in a medium-sized company with flat hierarchies in the e-commerce, education, or health industry.

## PROJECTS

08/2018 - Present

### Redesign of Elektro Göttert's Webshop Experience - Homepage and Product Detail Page

*Role: UX Designer*

- Identified usability issues and areas of improvement by conducting a UX audit on the existing webshop experience and by performing a competitive analysis.
- Analyzed online customer reviews and created proto personas to empathize with user's needs and goals.
- Improved the information architecture by grouping and categorizing content to shorten long navigation paths to products.
- Created low- and high-fidelity wireframes on paper and in Sketch.
- Redesigned the homepage and product detail page, which improved the discoverability and access to products.

11/2019 - 10/2020

### Responsive Web App "Expert" - CareerFoundry

*Role: UX/UI Designer*

- Created end-to-end design for a responsive web app with mobile-first approach that connects students to industry experts for advice to make a career choice. [View Project](#)

01/2018 - 04/2018

### Landing Page for Computer Repair Service Sam's Tech

*Role: Designer*

- Gathered information on project requirements, business goals, and user groups by conducting a stakeholder interview with the client.
- Built a sitemap and developed different solutions by creating low- and high-fidelity wireframes on paper and in Sketch.
- Resulted in a landing page to make the service accessible to a wider audience apart from Facebook to generate more leads and increase conversion rates.

## EXPERIENCE

11/2017 - 12/2017

### Internship at Refugee Aid - City of Wiehl

- Conducted interviews with employees as part of writing an integration concept to find areas of improvement in the organizational integration work.
- Worked collaboratively with team members to address the needs of people in uncertain situations by assisting with accommodation, job placement, registration, and more.