# Melitta Lau
## Digital Product Designer (UX/UI)

**Contact**

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**Portfolio**

melittalau.com

## Professional Background

**from Jan 2023** — **Relative Care & Sabbatical**

**Dec 2019 – Nov 2022** — **UX/UI Designer at Contorion**

- Developing and implementing a design system
- Identifying and resolving user issues in the product-discovery customer journey (problem analysis, prototyping, user testing)
- Design and consultation for the implementation of a new CMS system
- Reconceptualization of discoverability of offers and campaigns across the shop
- Onboarding and mentoring of a junior UX/UI designer
- Promotion of team collaboration through workshops and weekly formats

**Jan 2017 – May 2019** — **Graphic Designer at KOS (Krieger Online Services) Möbel Höffner Online**

- Designing interfaces for online shop redesigns (Höffner, Sconto & Möbel Kraft) and creating a style guide
- Developing a customer-centric newsletter strategy and redesign
- Project management and design for the annual online catalogue
- Designing features such as furniture configurators
- Development of landing pages for campaigns, trends, and furniture series
- Creating graphics for campaigns, advertising, and newsletters, including photo editing and retouching

**Mar 2013 – Sept 2016** — **Designer at Wine in Black**

- Conceptualization, design, and technical implementation of newsletter campaigns
- Design and execution of web and print campaigns
- Design and technical implementation of HTML/CSS landing pages
- Designing features for the webshop
- Product image retouching and graphic design for the shop

## Eductation & Training

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| Dez 2022 – Jan 2023 | **Professional development course 'Animation, Motion & Prototyping in Figma' at the cimdata Media Academy** |
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| Aug 2019 – Oct 2019 | **Further education in the UX/UI Bootcamp at Ironhack** |
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| | Contents: Design Thinking, UX Research, Conceptualization and User Testing, Prototyping, Usability, Atomic Design & Design Systems, Motion Design |
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| Aug 2011 – Aug 2014 | **Training as an IHK-certified media designer in digital and print at the cimdata Media Academy** |
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| | Contents: Conceptualization, design implementation, and technical realization, media production, communication, business and social studies, as well as a 1 1/2-year internship at the company (Wine in Black) |
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| Aug 2004 – Jun 2011 | **High school diploma (Abitur) at Anne Frank Gymnasium** |

## Skillset

**Software-Skills & Additional Knowledge**
- Figma
- Sketch App and Abstract
- Invision
- Adobe Suite (PS, ID, AI)
- Maze (prototyping)
- Looker (analytics)
- VWO (A/B testing, surveys & heatmap)
- Miro (workshops)
- Dynamic Yield (A/B testing)
- Atlassian (Confluence & Jira)
- Advanced knowledge of HTML & CSS
- Working in scrum and agile work modes
- Photo editing
- Graphic design for digital products
- Illustration

**UX & UI Toolkit**
- Survey design and evaluation
- Conducting design sprints
- Creating personas & user journeys
- Creating interactive prototypes
- Conducting and analysing unmoderated & moderated user tests
- Responsive interface design for web
- Conducting A/B tests with UX metrics
- Creating, maintaining, and working with
- design systems

**Languages**
- English (C2)
- German (Native)