SARA FISCHER

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UX Designer | User Researcher | Usability Engineer

I am a certified usability engineer from Heidelberg and I love working on digital products that bring real value to users.

My work focuses on gathering facts, figures and data to improve products and make users more satisfied. I am always open to new tools and methods and contribute my experience and expertise as a UX designer.

WORK EXPERIENCE

Senior UX Designer
CODEFY (05.2024 - 01.2025)

Senior UX Researcher
Cashlink (2023-2024)

UX Designer
HORNBACH Baumarkt AG (2016 - 2022)

Coordinator Videoproduction
HORNBACH Baumarkt AG (2015 - 2016)

ACHIEVEMENTS

- Launch of a revised AI-supported software version
- Contextual inquiries with user groups to adapt and implement existing user flows
- Redesign of the UI, development of a design system

- Development of a research strategy
- Redesign of the user onboarding of the investment software (used: interviews, wireframes, prototyping, usability tests)

- Responsible for the creation, implementation and optimisation of various products: bodenhaus.de (UX lead from 2018), hornbach.de shop (UX lead from 2020), configuration software, Innovation topics (e.g. 3D and VR room planner)
- Use of various UX research methods (personas, context of use analyses, card sorting, focus groups, customer journey maps, in-depth interviews, design sprint, usability tests, questionnaires)
- Establishment and further development of several design systems
- Support with establishing a UX strategy

- Production of HORNBACH video productions
- "Meisterschmiede"

EDUCATION

Mediena Design Digital und Print
HORNBACH Baumarkt AG (2012 - 2015)

Design of print/digital products for marketing / in-house commissions

Erich-Klausener Gymnasium
Abitur (2010)

SKILLS

UX
- User research (qualitative and quantitative)
- Wireframing
- (Rapid) Prototyping
- UI Design (responsive/App)
- Workshop moderation
- UX management

Software
- Design: Sketch, Figma, Adobe Creative Suite
- Prototyping: Figma, Invision, Principle
- HTML/CSS/JS
- SVG animation (vanilla)
- Design Systems (z.B. Material, SAP Fiori)

FURTHER TRAINING

- Certified Usability Engineer
  Fraunhofer Institut FIT
- UX 360° - Basic training
  Xdi - Experience Design Institut
- UX Advanced
  eresult GmbH
- Scrum + Kanban Basic training
  andrena objects ag

ABOUT ME

Interests

Cooking, road trips in the campervan, volunteering for the THW, Otis my Labrador, MTB downhill, meetups (UX, board games), craft beer

Languages
- German (native)
- English (native)
- Japanese (beginner)