



Wolfgang Stefani (37)

Senior UX/UI Designer

Mareschstr. 4, 12055 Berlin

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+49 151 11 528 728

Prof. Experience	UX / UI Designer + Webdesigner Freelance, Berlin visit Portfolio 2019 - Heute	<ul style="list-style-type: none">• Conversion optimization through systematic UX improvements• Conducting comprehensive UX audits and usability analyses for complex systems• Leading brand sprints and agile development processes• User research, interviews and data-driven design decisions• Development of design systems and component libraries• Application of behavioral psychology principles in interface design• Stakeholder management and cross-functional collaboration
	Webdesigner Part-time Freelance 2015 - 2019	
	Webdesigner / Webdeveloper WDM Webdesign München 2013 - 2018	
	Media Designer Apprenticeship Landshuter Zeitung 2004 - 2008	

Education	Bachelor of Engineering Technische Hochschule Deggendorf 2011 - 2015	<ul style="list-style-type: none">• Bachelor's degree in Media Technology• Bachelor's thesis: Application of Design Patterns for Designing Responsive Website Modules
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Skills & Knowledge	Tools <ul style="list-style-type: none">• Figma ❤️• Miro / Figjam / Boardmix• Notion• Photoshop• Illustrator	Technology <ul style="list-style-type: none">• HTML/CSS/JavaScript• WordPress Development• VS Code / GitHub• AI-Tools z. B. Claude, Midjourney, ChatGPT, GitHub Copilot, MCPs
	Skills <ul style="list-style-type: none">• User Research & User Interviews• Design Systems & Pattern Libraries• Information Architecture• Rapid Prototyping & Wireframing• Usability Testing & Heuristics	<ul style="list-style-type: none">• Conversion Rate Optimization• Behavioral Psychology• Agile Design Methods• A/B Testing & Data Analysis• Accessibility & Inclusive Design
	Soft Skills <ul style="list-style-type: none">• Strategic Thinking & Problem Solving• Consulting and Mentoring	<ul style="list-style-type: none">• Stakeholder Management• Workshop Facilitation
	Language Skills <ul style="list-style-type: none">• German (Native Speaker)• English (Business Fluent)	



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Berufserfahrung

UX / UI Designer + Webdesigner

Selbstständig, Berlin

[zum Portfolio](#)

2019 - Heute

Webdesigner

Nebenberuflich Selbstständig

2015 - 2019

Webdesigner / Webdeveloper

WDM Webdesign München

2013 - 2018

Ausbildung Mediendesigner

Landshuter Zeitung

2004 - 2008

- Conversion-Optimierung durch systematische UX-Verbesserungen
- Durchführung umfassender UX-Audits und Usability-Analysen für komplexe Systeme
- Leitung von Brand-Sprints und agilen Entwicklungsprozessen
- Nutzerforschung, Interviews und datengetriebene Design-Entscheidungen
- Entwicklung von Design-Systemen und Komponenten-Bibliotheken
- Anwendung verhaltenspsychologischer Prinzipien in der Interface-Gestaltung
- Stakeholder-Management und funktionsübergreifende Zusammenarbeit

Bildung

Bachelor of Engineering

Technische Hochschule

Deggendorf

2011 - 2015

- Bachelorstudium Medientechnik
- Bachelorarbeit: Anwendung von Design Patterns zur Gestaltung responsiver Websitemodule

Skills & Wissen

Tools

- Figma ❤️
- Miro / Figjam / Boardmix
- Notion
- Photoshop
- Illustrator

Skills

- User Research & User Interviews
- Design Systems & Pattern Libraries
- Informationsarchitektur
- Rapid Prototyping & Wireframing
- Usability Testing & Heuristiken

Soft Skills

- Strategisches Denken & Problemlösung
- Beratung und Mentoring

Sprachkenntnisse

- Deutsch (Muttersprache)
- Englisch (Verhandlungssicher)

Technologie

- HTML/CSS/JavaScript
- WordPress Development
- VS Code / GitHub
- AI-Tools z. B. Claude, Midjourney, ChatGPT, GitHub Copilot, MCPs

- Conversion Rate Optimization
- Verhaltenspsychologie
- Agile Design Methoden
- A/B Testing & Datenanalyse
- Accessibility & Inclusive Design

- Stakeholder Management
- Workshop-Moderation