



Lena Hoffmann

UI/UX-Designer

Portfolio

lenahoffmann.de

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Date of Birth

15th December 1998

Born

Kitzingen, Germany

About Me

I'm a Junior UI/UX Designer, currently based in Potsdam.

This year I graduated from the University of Applied Sciences Potsdam with a Bachelor's degree in Interface Design.

During my bachelor's studies in Interface Design @FH;P, I was able to gain practical experience in the conception and design of interfaces during a semi-annual internship.

Skills

Interaction Design
Wireframing & Prototyping
App & Web Design
Motion Design
Illustration
User Centered Design
Design Thinking

Tools

Figma & Sketch
Adobe Creative Cloud
Blender
Autodesk Fusion
Confluence

Education

2005

Sankt Hedwig Grundschule, Kitzingen

2009

Armin-Knab-Gymnasium, Kitzingen
General qualification for university entrance (1,7)

2018

University of Applied Sciences Potsdam
Bachelor of Arts (1,7) in interface design

Experience

UI/UX Designer @Junico

Internship from September 2022 to February 2023

- creating and maintaining design system & style guide
- redesigning interface elements
- UX analysis of user flows
- organisation and realisation of qualitative user tests
- motion design & digital image processing for marketing purposes
- creating illustrations, icons & stickers for new corporate identity
- handling user feedback

Languages

German

Native

English

Business fluent

Russian

Bilingual

French

Intermediate