

ULJANA EGLI

UX consultant | UX/UI

Highly experienced UX specialist with over 15 years of consulting as well as design experience crafting human-centric visions. By focusing on understanding people and leveraging empathy, I create holistic solutions that resonate, genuinely meet people's needs, and align with strategic business objectives.

I offer ...

- a comprehensive, systemic, and integrated way of thinking to solve complex broad reaching problems.
- a mindset that is open, that observes, challenges the status-quo as well as asks questions.
- a people focused approach to innovation and UX.
- a structured, analytical and efficient, yet empathic, collaborative way of working.

EXPERTISE

UX Strategy, UX Consulting, UX/U, Interaction Design, User Centric Design, Customer Experience Design, Customer Life Cycle, Agile Methodology, Concept Development, Customer Journeys, Process Flows, Workshops Facilitation, Wireframing, Prototyping, Information Architecture, Content Structure, User Tests, Art Direction, Digital Branding, Styleguide, Design Systems

WORK EXPERIENCE

Freelancer

since June 2011

UX strategy, UX design consulting, UX/UI design, Digital branding

Senior Interactive Designer

May 2010 - April 2011

Peter Schmidt Group, Frankfurt a. M., Germany

UX/UI design, Digital branding

Interactive Designer

May 2008 - May 2010

Peter Schmidt Group, Frankfurt a. M., Germany

UI design, Digital branding

Interactive Designer

January 2006 - April 2008

Lejbrink Bennerhult, Stockholm, Sweden

UI design

BRANDS

Genesis Motor Europe, Citi, Mercedes Benz, Kia, AOK, Siemens, DAAD, Bosch Rexroth, Bankhaus Metzler, Haufe Lexware, Koenig & Bauer, Lufthansa, Henkel, SunExpress, DZ Bank, Linde AG, Stoxx, Deutsche Börse, Weleda

INDUSTRIES

Automotive, Finance, ERP, Insurance, Specialty Chemicals, Energy, Tourism, Luxury Brands, News & Media, E-Learning, Publishing

CONTACT

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EDUCATION

BA (Hons) Product Design & New Media

2001 - 2004

Kent Institute of Art & Design,
Rochester, UK

Industrial Design

1999 - 2001

School of Arts, Hamburg,
Germany

LANGUAGES

German

Native language

English

Fluent

Swedish, Russian

Basic

TOOLS

Figma, Adobe Creative Suite, Miro, Jira, Confluence, Microsoft Office, Keynote, Teams, Slack, Zoom, Chat GPT

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SELECTED PROJECT HISTORY

Lead UX/UI Designer

Genesis Motor Europe | Argonauten

03/2023 - 09/2023

Implementing the process that reflects the new sales strategy from online-only to agency model across different European markets while advancing and improving the user experience.

My role included: Workshop facilitation, Collaboration with the client to make sure we were on track budget as well as timewise, Process flows (Miro), Concept and UX design to improve the usability of the existing product, Wireframing & prototyping (Figma), UI design and developing a design system (Figma), Close collaboration with backend- and frontend developers

Senior UX/UI Designer

Genesis Motor Europe | Argonauten

08/2022 - 02/2023

Continuously advancing the European Genesis brand website and online buying process by improving the user experience to drive and convert more traffic.

My role included: Wireframing & prototyping (Figma), Concept and UI design to improve the usability as well as implement the new brand design, UI design and developing a design system, Design documentation (Figma). Collaboration with other UI & UX designer in the team, Collaboration with different client teams in different OEMs

Senior UX Consultant

Siemens | Virtual Identity

02/2021 - 06/2021

Discovery and concept paper for digitizing Siemens Customer Service

My role included: Collaborating with the client in discovery phase for deeper understanding of business and opportunities, Developing user journeys and process flows, Providing strategic solutions for digitizing the Customer Service Portal

Lead UX/UI Designer

Citi EMEA | queo

08/2019 - 08/2021

Company website relaunch

My role included: Planning and conducting client workshops, Concept development, Developing a navigation and content structure, Wireframing & prototyping using Adobe XD, UI design (Adobe XD)

Lead UX/UI Designer

AOK Sachsen-Anhalt | queo

08/2019 - ongoing support

Website relaunch of one of Germany's largest health insurances

My role included: Planning and conducting client workshops, Concept development, Prototyping & wireframing with the team to develop user journeys, User centered design, Developing the navigation and content structure, UI design and developing a design system using Figma, Ongoing support for developers

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Lead UX Consultant

lexbizz (new name: Haufe X360) | Haufe Lexware

07/2017 - 12/2018

Localization of a cloud ERP

My role included: Developing strategies for a user-centric customer experience, Developing, creating, and implementing the strategy across all touch points along the entire customer life cycle, Concept development and UX/UI design to improve the usability of the existing product, Collaboration with the interdisciplinary project team, Collaborating with other OEMs to optimise the usability of the core product Acumatica, Planning and conducting user interviews as well as workshops, Brand development lexbizz and creating different marketing assets (i.e. websites, newsletter, documents, etc.)

Senior UX Consultant

Mercedes Benz | Deutsche Telekom MMS

11/2015 - 03/2017

Re-design of the MBC Point of Sale System which is used in Mercedes Benz showrooms in Germany, Switzerland, and the UK

My role included: Planning, preparing, und conducting user interviews (sales consultants) in Switzerland and the UK, Client workshops, Collaboration with the othre UX designer on the team, Evaluating and mapping of results from all user interviews and workshops, Concept & wireframing in Axure, UX/UI design, Design specification as well as documentation using Confluence and developing a living styleguide, Close collaboration with developers throughout the concept as well as design phase

Lead UX/UI Designer

Bankhaus Metzler | queo

11/2015 - 07/2016

Company website relaunch

My role included: Planning and conducting client workshops, Concept development & wireframing as well as creating prototypes, Developing a navigation and content structure, UI design, Collaborating with the developers

Lead UX/UI Designer

Private Bank Metzler | queo

11/2015 - 07/2016

Design of customer portal for Metzler Private Banking customers which included responsive visualisation of daily reportings

My role included: Planning and conducting client workshops, Concept development and wireframing as well as prototyping, Responsive visualisation of portfolio reports, Developing a navigation and content structure, UX/UI design, Supporting developers during technical implementation phacontent structure

Lead UX/UI Designer

Koenig & Bauer | queo

2015 - 2016

Company website relaunch of the world's oldest printing machine manufacture

My role included: Concept development, Customer journeys, Developing a content strategy, Developing a navigation and content structure, UI design

Lead UX/UI Designer

Bosch Rexroth | Die Firma

2009 - 2014

Improving user experience and design of Bosch Rexroth's online product catalogue and e-learning platform while staying on brand

My role included: Developing a navigation and content structure, UI design, Collaboration with the client to ensure brand consistency, Design documentation, Styleguide

Senior UX/UI Designer

Henkel, DZ BANK | MPM

2009 - 2015

Designing online financial reports for several brands

My role included: UI design, Styleguide & design documentation

Interactive Designer

DZ BANK | Peter Schmidt Group

2009 - 2011

Website re-design after brand design update

My role included: Digital branding, UI design for e.g. company website, landing pages, marketing material, Design documentation and styleguide

Interactive Designer

Linde AG | Peter Schmidt Group

2009 - 2011

Website relaunch and brand portal

My role included: Digital branding, UI design, Design of the image library for Linde's employee brand portal, Developing styleguides for e.g. company website, landing pages, motion design