ULJANA EGLI

Digital Product Designer | UX/UI | 16+ years of experience

Empathetic and curious UX specialist with over 16 years of experience in consulting, conceptualising, and designing digital products for international companies and leading B2B brands. Specialised in creating holistic, user-centered, and innovative design solutions that drive business success and deliver real value to users.

Holistic & Analytical Thinking – Strategic problem-solving across the entire product lifecycle
Open & Transparent Communication – Collaborative and people-focused approach
Human-Centered Mindset – Designing with real user needs at the core
Structured & Solution-Oriented Approach – Systematic, goal-driven methodologies
Innovative & Impactful Design – Concept-based solutions that create measurable results

EXPERTISE

UX strategy, UX/CX consulting, UX/UI, User centric design, Customer life cycle, Agile methods, Workshops, User research, User testing, UX concepts, Validating UX concepts, Customer journeys, Process flows, Prototyping & wireframing, Digitales branding, Creating & managing design systems and styleguides, Content structure

WORK EXPERIENCE

Senior UX/UI Designer
since July 2024
WHATEVER.WORK GmbH, Freiburg im Breisgau
Digital product design, UX/UI design, UX strategy, SaaS

Freelance UX Consultant | UX/UI
since Juni 2011
UX strategy, UX/CX consulting, UX/UI design, Digital product design, Digital branding, Creating & managing design systems

Senior Interactive Designer
May 2010 - April 2011
Peter Schmidt Group, Frankfurt a. M., Germany
UX/UI design, Digital dranding, Creating & managing design systems & styleguides

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

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

INDUSTRIES

Automotive, Finance, ERP, Human Ressources, 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, GB

Industrial Design
1999 - 2001
School of Arts, Hamburg, Germany

LANGUAGES

German
Native speaker

English
Fluent

Swedish, Russian
Basic

TOOLS

Figma, Adobe Creative Suite, Miro, Jira, Confluence, Notion, Microsoft Office, Keynote, Teams, Slack, Zoom, AI

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SELECTED PROJECT HISTORY

Senior UX/UI Designer
WHATEVER.WORKS GmbH
Since 07/2024
Product development and continuous optimisation of user experience for the SaaS product WHATEVER.WORKS,
an efficient compliance management tool for temporary remote work abroad.
My responsibilities included:

- Close collaboration within cross-functional teams (Sales, Customer Happiness) to promote and ensure a user-centered approach in design and product development.
- Validation of UX concepts to ensure they align with user needs and business goals.
- Close cooperation with product management and the development team for the creation and efficient optimisation of product features.
- Creation of wireframes and prototypes using Figma.
- Ongoing development and optimization of the existing design system to maintain visual consistency and efficiency in implementation.
- Documentation of design concepts and processes for transparency and knowledge sharing.

Lead UX/UI Designer
Genesis Motor Europe | Argonauten
03/2023 - 09/2023
Implementation of the new sales strategy in the European market, transitioning from a purely online to an agency-model business.
My responsibilities included:

- Facilitating workshops to align stakeholders and drive project success.
- Collaborating with the client to ensure the project stayed on track both in terms of budget and timeline.
- Developing process flows using Miro to map out the process for the technical implementation.
- Conceptualising and designing UX solutions to enhance the usability of the existing product.
- Creating wireframes and prototypes using Figma.
- UI design and the development of a design system in Figma.
- Close collaboration with backend and frontend developers to ensure seamless implementation.

Senior UX/UI Designer
Genesis Motor Europe | Argonauten
08/2022 - 03/2023
Updating the Genesis brand website to reflect the new brand design, along with the continuous improvement of user experience.
My responsibilities included:

- Conceptualisation and UX/UI design to enhance the usability of the existing brand website and generating leads.
- Collaboration with the client's international marketing team to ensure alignment with brand goals.
- UI design and the development of a comprehensive design system (using Figma).
- Design documentation and close cooperation with frontend developers to ensure seamless implementation.

Senior UX Designer
Siemens | Virtual Identity
02/2021 - 06/2021
Discovery and concept development for the digitalisation of Siemens customer service
My responsibilities included:

- Close collaboration with the client during the discovery phase to gain a deeper understanding of the business and identify opportunities.
- Development of user journeys and process flows to optimize the customer service experience.
- Refining and presenting strategic solutions for the digitalization of the customer service portal (SiePortal).

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Lead UX/UI Designer
Citi EMEA | queo
08/2019 - 08/2021
Redesign and relaunch of the Citi corporate website (EMEA)
My responsibilities included:
- Planning and conducting requirement workshops with stakeholders to gather insights and define project goals.
- Conceptualising and developing the navigation and content structure for the website.
- Creating wireframes and prototypes to visualise design solutions.
- Developing a modular design system using Adobe XD to ensure consistency and scalability.

Lead UX/UI Designer
AOK Sachsen-Anhalt | queo
08/2019 - 05/2024
Redesign and relaunch of the AOK Sachsen-Anhalt website "Deine Gesundheitswelt" with a focus on accessibility and lead generation
My responsibilities included:
- Conducting requirement workshops with stakeholders to gather insights and align on project goals.
- Conceptualising and developing user journeys, including the creation of wireframes and prototypes.
- Developing the navigation and content structure to improve usability.
- Designing a modular, accessible design system based on user-centered design principles using Figma.
- Coordinating the UI design team to ensure consistency and alignment.
- Collaborating closely with developers to ensure smooth technical implementation.

Lead UX/UI Designer
lexbizz (neuer Name: Haufe X360) | Haufe Lexware
07/2017 - 12/2018
Adaptation of a cloud ERP to the German market (SaaS in the B2B sector)
My responsibilities included:
- Developing strategies for a user-centered customer experience across all touchpoints of the customer lifecycle.
- Implementing the strategy to enhance the user experience at each stage of the customer journey.
- Conceptualising and designing UX/UI improvements to enhance the usability of the existing product.
- Working closely with an interdisciplinary team (i.e. business owner, ERP consultants, marketing) to drive digital product design initiatives.
- Validating UX concepts and ensuring alignment with user needs.
- Collaborating with other OEMs to optimise the usability of the core product, Acumatica.
- Planning and conducting user interviews and workshops to gather insights.

Senior UX/UI Designer
Mercedes Benz | Deutsche Telekom MMS
11/2015 - 03/2017
Redesign of the MBC Point of Sale System, used for lead management, vehicle configuration, and financing in Mercedes-Benz showrooms in Germany, Switzerland, and the UK
My responsibilities included:
- Planning and conducting successful user interviews (sales consultants) on-site in Switzerland and the UK.
- Leading customer workshops to gather insights and align on project objectives.
- Analysing and mapping the results of user interviews and workshops, followed by prioritising the next steps.
- UX conceptualisation and digital product design to improve the system's functionality.
- Creating wireframes using Axure and delivering UX/UI designs.
- Producing design specifications and documentation in Confluence for clear communication with the team.
- Developing a design system for efficient and consistent implementation.
- Close collaboration with developers to ensure seamless technical execution.

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Lead UX/UI Designer

Citi (Americas) | queo

2016

Website for Citi's Private Client Solutions Service, targeting retail intermediaries to provide Information on offerings and facilitate contact

My responsibilities included:

- Conducting a 2-day workshop with the client in New York City to align on project goals and gather requirements.
- Developing the concept for the website, ensuring alignment with client objectives.
- Designing the UI under Citi's strict corporate identity guidelines and managing the approval process with the client.

Lead UX/UI Designer

Bankhaus Metzler | queo

11/2015 - 07/2016

Relaunch of the corporate website

My responsibilities included:

- Planning and conducting requirement workshops to gather insights and define project goals.
- Conceptualising and creating wireframes and prototypes for the new website.
- Developing the navigation and content structure to improve user experience.
- UX/UI design to enhance usability and visual appeal.
- Collaborating with and providing support to developers during the technical implementation.

Lead UX/UI Designer

Private Bank Metzler | queo

11/2015 - 07/2016

Redesign and development of the Metzler Customer Portal for private banking clients, including responsive display of daily reports previously sent as PDFs

My responsibilities included:

- Planning and conducting requirement workshops to gather insights and align on project goals.
- Conceptualising and creating wireframes and prototypes for the new portal.
- Implementing user-centric design principles to ensure a seamless experience.
- Developing a responsive visualisation of portfolio reports for better accessibility especially on mobile devices.
- Designing the navigation and content structure to enhance usability.
- Continously developing the digital branding to ensure consistent presentation.
- UX/UI design to improve visual appeal and user experience.
- Collaborating with and supporting developers during the technical implementation to ensure smooth execution.

Lead UX/UI Designer

Koenig & Bauer | queo

2015 - 2016

Relaunch of the world's oldest printing press manufacturer corporate website

My responsibilities included:

- Conceptualising the website redesign to align with brand goals and user needs.
- Developing customer journeys to enhance user experience and engagement.
- Creating the content strategy to ensure clear, effective messaging.
- Designing the navigation and content structure for optimal usability.
- Leading UX/UI design to improve visual appeal and functionality.

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Lead UX/UI Designer

Bosch Rexroth | Die Firma

2009 - 2014

Continuous optimization of the user experience and redesign of the Bosch Rexroth online product patalog as well as e-learning platform

My responsibilities included:

- Developing the navigation and content structure to improve usability and accessibility.
- UX/UI design to enhance the overall user experience.
- Regular communication and workshops with the client to ensure consistent brand representation.
- Documenting design processes and decisions for clarity and transparency.
- Contributing to the ongoing development of the style guide for design consistency.

Senior UX/UI Designer

Henkel, DZ BANK, Rewe, Boehringer | MPM

2009 - 2015

Conceptualization and design of online financial reports for various brands, as well as creation of screen designs for various pitches (tenders)

My responsibilities included:

- Successful conceptualising and implementing a visual look and feel that aligns with brand identities and enhances user experience leading to several wins for the agency.

Interactive Designer

DZ BANK | Peter Schmidt Group

2009 - 2011

Relaunch of the website after rebranding

My responsibilities included:

- Digital branding to align the website with the new brand identity.
- UI design for the corporate website, landing pages, and marketing materials.
- Creating design documentation and developing the style guide to ensure consistency across all digital assets.

Interactive Designer

Linde AG | Peter Schmidt Group

2009 - 2011

Redesign of the corporate website and image database in the Linde Brand Portal as lead agency

My responsibilities included:

- Digital branding to ensure alignment with the Linde brand identity.
- UI design for the corporate website and image database.
- Developing various style guides, such as an online style guide for the corporate website, landing pages, video content, newsletters, and more.

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