

ULJANA EGLI

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

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).

ULJANA EGLI

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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.

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.
- Continuously 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.

Lead UX/UI Designer

Bosch Rexroth | Die Firma

2009 - 2014

Continuous optimization of the user experience and redesign of the Bosch Rexroth online product catalog 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.