

ULJANA EGLI

Senior UX Designer | Digital Product Designer | 16+ years of experience

Empathetic and curious UX specialist with over 16+ years of experience in creating digital products for international companies and leading B2B brands. By focusing on understanding people and applying empathy, I create holistic, human-centred solutions that align with strategic business goals and deliver real value to users.

Holistic & analytical thinking – Strategic problem-solving across the entire product lifecycle.

Curious & critical mindset – Observing, asking questions, and challenging the status quo.

Human-centered mindset – A people focused approach to innovation and UX.

Structured & solution-oriented approach – Systematic, goal-driven methodologies.

Innovative & impactful design – Concept-based solutions that create measurable results.

EXPERTISE

UX Strategy, UX Consulting, UX/UI, User-Centred Design, CX Design, Customer Life Cycle, User Testing, User Research, UX Validation, Agile Methodology, UX Concepts, Customer Journeys, Process Flows, Workshops Facilitation, Wireframing, Prototyping, Information Architecture, Content Structure, Art Direction, Digital Branding, Creating & Managing Design Systems and Styleguides

WORK EXPERIENCE

Senior UX/UI Designer

since July 2024

WHATEVER.WORKS, Freiburg im Breisgau, Germany

Freelance UX Consultant | UX/UI

since Juni 2011

Senior Interactive Designer

May 2010 - April 2011

Peter Schmidt Group, Frankfurt a. M., Germany

Interactive Designer

May 2008 - May 2010

Peter Schmidt Group, Frankfurt a. M., Germany

Interactive Designer

January 2006 - April 2008

Lejbrink Bennerhult, Stockholm, Sweden

BRANDS

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

INDUSTRIES

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

CONTACT

Laisackerweg 21a
79244 Münstertal (Schwarzwald)

E hello@uljanaegli.com

T +49 176 31340100

W www.uljanaegli.com

EDUCATION

BA (Hons) Product Design & New Media

2001 - 2004

Kent Institute of Art & Design,
Rochester, U.K.

Industrial Design

1999 - 2001

School of Arts, Hamburg, Germany

LANGUAGES

German

Native speaker

English

Fluent

Swedish, Russian

Basic skills

TOOLS

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

ULJANA EGLI

Senior UX Designer | Digital Product Designer | 16+ years of experience

SELECTED PROJECT HISTORY

Senior UX/UI Designer

WHATEVER.WORKS GmbH

Since 07/2024

Product development and continuous optimisation of the user experience for the SaaS compliance management platform WHATEVER.WORKS for remote work abroad.

My responsibilities included:

- Close collaboration within interdisciplinary teams (Sales, Customer Happiness, Development) to promote and ensure a user-centred approach in design and product development.
- Validation of UX concepts to ensure they align with user needs and business goals.
- Close collaboration with product management and the development team for the creation and efficient optimisation of product features.
- Creation of wireframes and interactive prototypes using Figma.
- Ongoing development and optimisation of the existing design system to maintain visual consistency, scalability, and efficiency in implementation.

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.
- Product management responsibilities to ensure the project stayed on track, both in terms of product goals, budget and timeline.
- Creating process flows using Miro to align the different tech teams and 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 scalable design system in Figma.
- Close collaboration with backend and frontend developers to ensure the 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 the user experience.

My responsibilities included:

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

Senior UX Designer

Siemens | Virtual Identity

02/2021 - 06/2021

Discovery and concept development for the digitalisation of the 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.

ULJANA EGLI

Laisackerweg 21a • 79244 Münstertal (Schwarzwald)

T +49 176 31340100 • E hello@uljanaegli.com • W www.uljanaegli.com

- Development of user journeys and process flows to optimise the customer service experience.
- Refining and presenting strategic solutions for the digitalization of the customer service portal (SiePortal).

Lead UX/UI Designer

Citi EMEA | queo

08/2019 - 08/2021

Redesign and relaunch of the EMEA Citi corporate website.

My responsibilities included:

- Planning and conducting requirement workshops with stakeholders to gather insights on business goals, user needs, and define project goals.
- Developing the UX concept to define 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 to align on project goals.
- Conceptualising and developing user journeys, including the creation of wireframes and prototypes.
- Developing the navigation and content structure to improve the usability.
- Designing a modular, accessible design system based on user-centred design principles using Figma.
- Coordinating the UI design team to ensure consistency and alignment.
- Collaborating closely with developers to ensure a smooth technical implementation.

Lead UX/UI Designer

lexbizz (new 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-centred 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, Product Owner, ERP Consultants, Marketing) to drive the product design initiatives.
- Validating UX concepts and ensuring alignment with user needs.
- Collaborating with other OEMs as well as core product team to optimise the usability of the core product.
- 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 U.K.
- Leading client 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 UX validation.
- Creating wireframes using Axure.
- Developing a design system which reflects the brand's visual identity for visual consistency, and an efficient as well as consistent implementation.
- Producing design specifications and documentation in Confluence for clear communication with the team.
- Close collaboration with developers to ensure seamless technical execution.

ULJANA EGLI

Laisackerweg 21a • 79244 Münstertal (Schwarzwald)

T +49 176 31340100 • E hello@uljanaegli.com • W www.uljanaegli.com

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 gather requirements and create first prototypes.
- 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 of the oldest private bank in Germany.

My responsibilities included:

- Planning and conducting requirement workshops to gather insights, understand business goals, user needs, and define project goals.
- Conceptualising and creating wireframes as well as prototypes for the new website.
- Developing the navigation and content structure to ensure a great user experience.
- Developing a modular design system for visual consistency and easy use for content editors.
- Collaborating closely and supporting developers to ensure a smooth 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 as well as interactive prototypes for the new customer portal.
- Validation of the UX concept to ensure optimal usability across various devices.
- Developing a responsive visualisation of portfolio reports for better accessibility especially on mobile devices.
- UI design which aligns with the brand and removes visual barriers between platforms.
- 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's corporate website

My responsibilities included:

- Conceptualising the website's redesign to align with brand goals and user needs.
- Developing customer journeys to enhance user experience and engagement.
- Creating the content strategy to ensure a clear, effective messaging with a focus on the machines.
- Designing the navigation and content structure for an optimal usability.
- Developing a design system.
- Collaborating with and supporting developers during the technical implementation to ensure smooth execution.

Lead UX/UI Designer

Bosch Rexroth | Die Firma

2009 - 2014

Continuous optimisation of the user experience and redesign of the Bosch Rexroth Online Product Catalogue 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 a consistent brand representation.
- Contributing to the ongoing development of the style guide for design consistency.

ULJANA EGLI

Laisackerweg 21a • 79244 Münstertal (Schwarzwald)

T +49 176 31340100 • E hello@uljanaegli.com • W www.uljanaegli.com

Senior UX/UI Designer

Henkel, DZ BANK, Rewe, Boehringer | MPM

2009 - 2015

Conceptualisation and design of online financial reports for various brands, as well as creation of screen designs for various tenders.

My responsibilities included:

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

Interactive Designer

DZ BANK | Peter Schmidt Group

2009 - 2011

Relaunch of the bank's corporate website after the 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.

ULJANA EGLI

Laisackerweg 21a • 79244 Münstertal (Schwarzwald)

T +49 176 31340100 • E hello@uljanaegli.com • W www.uljanaegli.com