



# Hi, I'm Marina.

A nature-addicted 🌱 Product and UX Designer.



## Portfolio

[www.whitewords.io](http://www.whitewords.io)

## Tools

Figma	Notion
Loom	Typeform
WordPress	Miro
Slack	OSM <small>OpenStreetMap</small>
Affinity <small>Designer Publisher</small>	RankMath
Google Analytics	Maze

## Skills

- User Research & Data Synthesis
- Wire-framing
- High-fidelity Prototyping
- Design Systems
- Responsive Design
- Usability Testing
- Design Thinking
- Content Marketing & Social Media
- Search Engine Optimization
- Mentoring
- Basic Coding Skills: HTML, CSS, Bootstrap, Git, Docker

## Languages

- German
- English
- Norwegian

## My story

I am born in Germany and currently based in Valais in Switzerland. After my studies of environmental engineering I started to work at the interface between IT and agriculture.

Having worked and gained lots of experience in content marketing and design, I shifted my focus more and more towards product design and stepped into the exciting world of user experience.

After successfully graduating from Memorisely's UX/UI design & Design System bootcamp, I joined the Swiss startup Urbio. As their Senior UX/UI Designer I am designing a complex solution for a data-driven energy map software for city-decarbonization and am responsible for the whole design process working in a cross-functional team.

## Work Experience & Professional Education

**Senior UX/UI Designer** 2022 - today

Urbio

- UX/UI Designer working in a cross-functional team
- User research & workshops, prototyping & testing, design system
- Working with maps and design for geospatial data

**UX/UI Designer** 2020 - 2022

whitewords.io

- Case studies including user research, ideation, wire framing and high-fidelity prototyping, UX blog and newsletter

**Head of Communications & Operations** 2014 - 2021

Qualitas AG

- Leadership role, team & project management
- UI Design & website management
- Corporate communications, SEO, social media management & PR

**Co-founder & UI Designer** 2014 - 2020

alpün media / self-employed

- UI design, WordPress websites, content creation

**B. Sc. Environmental Engineering (Organic Farming)** 2010 - 2014

ZHAW Institute of Natural Resource Sciences