

Experience

Mercedes-Benz Tech Innovation GmbH

Aug 2025 - Jan 2026 |
Stuttgart

UX Designer - Intern

- Designed and shipped a **patent-pending** AI-driven internal design platform as the sole UX designer, **improving** cross-team design decision-making and design system consistency **benefiting all HMI teams** at Mercedes-Benz.
- Conducted **10+** qualitative user interviews to validate concepts and iterations, collaborating closely with the product owner, engineers and stakeholders.

Mirai (Start-Up)

Sep 2025 - Mar 2026 | Remote

Product Designer - Freelance

- Led end-to-end product design for a **0→1 MVP**, conducted user interviews and competitive analysis to inform product direction and prioritization.
- Contributing to the **Gründerstipendium** application by aligning product vision, UX Strategy, and business goals, strengthening funding readiness.

Celest UG

Oct 2024 - Jul 2025 | Remote

Brand Strategist & Designer - Freelance

- Defined and executed a comprehensive brand strategy for a D2C fashion startup, covering positioning, visual identity, and digital touchpoints.
- Coordinated with European manufacturing partners across **300+** production orders while designing and launching the company website.

icon incar GmbH

Oct 2021 - Sep 2024 | Munich

Automotive UI/UX Design - Co-op Student

- Designed automotive UI and interaction concepts for future mobility and HMI projects in close collaboration with design, engineering, and strategy teams.
 - Contributed to brand and UX strategy for premium automotive clients including **Rolls Royce, BMW, and MINI**, translating visions into experiences.
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Education

DHBW Ravensburg

2021 - 2024

B.A. in Media Design (Interaction Design Focus)

Bachelors Thesis: User-Centered Digital Support System for Autonomous Driving.

University of Michigan

2023

Semester Abroad, Business & UX Design

GPA: **3.93/4.0**, University Honors, **DAAD Scholarship**

Skills

Design

UI/UX Design • Interaction Design • Wireframing • Rapid Prototyping • Design System Design • Visual Design • Information Architecture • Design Thinking • Service Design • User-Centered Design

Research

User Interviews • User Testing • Journey mapping • Usability Testing • Quant & Qual Research • A/B Testing • UX Strategy • Persona Development • Heuristic Evaluation • Funnel Analysis

Tools

Figma • Framer • Webflow • Adobe After Effects • Adobe XD • Adobe Photoshop • Blender • Notion • Keynote