

Freelance UX / UI Designer

Susanne Wiemer

Recent Projects

2022 - Present

SaaS Solution / Color- & Material Management

Role	UX/UI Designer
Services	<ul style="list-style-type: none">Development of new information architectureRedesign of the product designCreation of a scalable design systemDevelopment of user personas & journeys, wireframes, prototypes, UI kitDesign QA
Methods	User Interviews / Competitive Research / Heuristic Evaluation / User Feedback
Results	<ul style="list-style-type: none">Intuitive, user-friendly product designImproved information architecture for more efficient workflowsScalable design system as a foundation for future developmentsClose collaboration with developers, product owners, and stakeholders for successful implementation

2024

App / Material-Scan

Role	UX/UI Designer
Services	<ul style="list-style-type: none">Conceptualization and development of the app designCreation of detailed user journeys and flow diagramsDevelopment of low-fidelity wireframesCreation of interactive prototypes for concept validationDesign of a consistent UI kit for future enhancements
Methods	Design Thinking / Problem Statement / How-Might-We Questions
Results	<ul style="list-style-type: none">Development of an intuitive and efficient app design for the material scan processOptimization of user experience through simplified workflows and clear visual hierarchyCreation of a solid design foundation for future feature expansionsPositive feedback from stakeholders and potential users in initial feedback rounds

2022 - 2023

SaaS Solution / Real Estate & Property Management

Role	UX Designer
Services	<ul style="list-style-type: none">Development of optimized information architecture for complex real estate dataRedesign of the user interface for a central product areaCreation of detailed flow diagrams and sitemaps to visualize user guidanceDevelopment of wireframes, high-fidelity mockups, and prototypes
Methods	User Scenarios / How-Might-We Questions
Results	<ul style="list-style-type: none">Development of a forward-looking product vision that convinced key stakeholdersPositive feedback from partners, leading to further development and investment in the software



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Deliverables

Information Architecture:
Sitemaps / User Flows

Interface & Interaction
Design:
Wireframes / Prototypes

Visual Design:
MockUps / Style Kits / Design
Systems

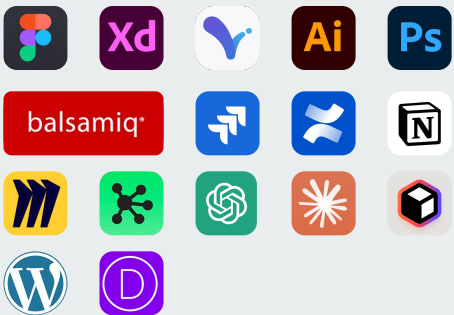
User Needs & Product
Objectives:
User Personas / Scenarios /
Journey Maps

Evaluation:
Usability Report

Methods

Surveys / User Interviews /
Usability Testing / Empathy
Maps / HMW / Heuristische
Evaluation / Card Sorting /
Moodboards / Design Sprints

Tools



2021 - 2022

SaaS Solution / Process Management Software

Role	UX Designer
Services	<ul style="list-style-type: none">• Comprehensive UX analysis of the existing product• Development of an optimized information architecture for complex process workflows• Complete redesign of the product with a focus on usability and efficiency• Creation of sitemaps, wireframes, interactive click-dummies, and high-fidelity prototypes
Methods	Design Thinking / Empathy Mapping / Service Blueprint / User Interviews / Usability Testing
Results	<ul style="list-style-type: none">• Significant improvement in user experience, confirmed through usability testing• Positive feedback from existing customers on improved user-friendliness

2021

Web Design / Hotel & Gastronomie

Role	UX Designer / Web Designer
Services	<ul style="list-style-type: none">• Conducting comprehensive usability testing to identify weaknesses• Complete revision of the information architecture for improved navigation• Optimization of website design focusing on conversion rate optimization• Implementation of best practices for hotel and gastronomy websites
Methods	Usability-Testing / Card Sorting
Results	<p>Success measurement was initially difficult due to the global COVID situation, but later showed:</p> <ul style="list-style-type: none">• A significant increase in conversion rate• Reduction in user errors during reservations• Positive feedback from hotel guests on the improved online presence

Professional Experience

2019 – Present	<p>Full-time Freelance UX/UI Designer</p> <p>Various product and web design projects</p>
2004 – 2019	<p>Full-time Freelance Brand & Web Designer</p> <p>Branding and web design solutions for various agencies and companies, including Sparkasse, Fielmann, Güdel, Taschen Verlag, Kaufhof, Monari, Tank und Rast, Messe Hamburg</p>
2003 - 2004	<p>School of Ideas Hamburg</p> <p>Conrad Gley Thieme Werbeagentur Copywriter</p>
2000 – 2003	<p>Sp!ekerteam Communication</p> <p>Graphic Designer</p>

Languages

Deutsch: Native

Englisch: B2

Certificates

- AI for Designers
- Mobile UX Strategy: How to Build Successful Products
- Agile Methods for UX Design
- Interaction Design for Usability
- UX Management: Strategy and Tactics

Masterclasses

- Design Systems: How to craft successful components
- Design KPIs: From Insights to Impact
- Continuous Product Discovery: The What and Why