

Katia Geisler



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LinkedIn

[Katia Geisler](#)



Portfolio

[Katia Geisler](#)



Profile

Curious and dedicated generalist with high affinity for UX/UI Design. Looking at the big picture, with precise assertiveness - always flexible and self-initiated. Strong enthusiasm for art and architecture.

Work experience

Freelance UX/UI Designer

Self-employed, since January 2023

Building and maintaining design system for Gather e-learning application in close collaboration with development team. Redesign of user-flows, creation of wireframes and storyboards to communicate interaction and design ideas.

European Growth Manager

VanHack, March 2021 - December 2022

Developing growth strategy for the DACH market of an IT match-making platform. Oversaw different business development initiatives to improve the company's annual sales volume successfully.

Innovation Specialist & UX Project Manager

Producer Media Agency, March 2021 - February 2022

Prototyping consumer-facing service offerings using Figma. Responsible for interface design, user flow mapping, and overall user experience. Designed landing pages for offered services. Development of the marketing and sales strategy for the DACH region, incl. promotional materials such as White-papers.

Business Development Specialist & Project Manager

Landing.jobs, July 2019 - February 2021

Planning and execution of sales strategies to increase revenue in the DACH market. Developing new business opportunities by actively identifying prospective companies and managing the entire sales cycle. Organization of events to increase brand awareness.

UX Researcher & Designer

Mainsquare, September 2018 - June 2020, Freelance

Conduct of UX research to inform the design of new features and building the overall design structure, including usability testing and remote moderated interviews. Prototype development of app features based on qualitative and quantitative research findings.

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Skills

- Project Management
- Qualitative & Quantitative Research Methods
- Statistical Analysis
- Strategic Thinking

Technical skills

- UX Research
- UI/Interaction Design
- Journey Mapping
- Usability Testing
- Wireframing
- Design Systems & Prototyping
- Adobe CC
- Figma
- HTML, CSS, JavaScript

Certificates

- Google UX Design Professional Certificate
- Meta Front-End Developer Specialization

Languages

- German - Native
- Portuguese - Native
- English - Native
- French - Fluent
- Spanish - Fluent

Work experience

Market Research and Analytics Consultant

Horus Advisory Group, January 2018 - September 2018, Freelance

Qualitative and quantitative market research and data analysis for the automotive industry in South America.

Trainee Sales Assistant

TOM TAILOR Group, October 2016 - August 2017, Working-Student

Customer service, advisory and sales activity, ERP system maintenance. Coordination of marketing activities.

Marketing Assistant - Retail, Wholesale and Outlet Marketing

TOM TAILOR Group, February 2016 - September 2016, Internship

Developing and executing marketing plans, campaigns and events. Coordination and implementation of marketing activities in 149 retail stores and 15 outlets in Europe. Designing promotional materials in photoshop.

Education

M.Sc. Purchasing and Supply Chain Management

KEDGE Business School, Bordeaux, 2019

M.Sc. International Management

ISCTE Business School, Lisbon, 2017-2019

B.Sc., Business Psychology, specialisation in Consumer Behaviour and User Experience

LEUPHANA University, Lüneburg, 2013 - 2017