



Isabel Häfner

www.isabelhaefner.com

UX/UI Designer with a background in project management, marketing and a foundation in academic research. Orchestrated the process of digital development and design within the past 3 years, but decided to take a more creative and tangible approach by changing careers to being a designer. Skilled in focussing the design process on the user's needs and abilities while respecting the conventions and simultaneously seeking progressive and simple solutions to complex problems

UX/UI Design Projects

[View All Projects](#)

Femtour | Responsive Travel App

Jun.-Aug. 2021

[View This Project](#)

- Identified the need of women and people who identify as female for more safety when traveling by themselves
- Conducted user research to define the user's needs and wants by interviewing the target group, analyzing competitors, and performing A/B Tests
- Developed user stories and personas, user flows, and feature requirements
- Created wireframes, high-fidelity screens, a prototype, mock-ups, and a consistent style guide based on stakeholder- and user feedback

BIO123 | Re-Design & Native App

Aug.-Sep. 2021

[View This Project](#)

- Adhered to Material Design and Human Interface Guidelines to re-design the UI of the existing organic store finder "BIO123".
- Identified the deficiencies in the existing design that caused major usability issues
- Re-created the logo as well as the color palette, information hierarchy, and navigation to meet the platform requirements
- Optimized the user flow as well as the feature set to enhance the benefit of the concept of BIO123

Relevant Work Experience

Digital Project Manager | Zandura

May 2018- May 2021 (Full-Time)

- Coordinated the development and design team to build a new platform for SMEs
- Implemented user research as a foundation for business and design decisions and conducted several usability tests, that furthermore created the basis for in-depth product optimizations that led to improved usability for users
- Defined testing parameters, created user flows and user personas as well as wireframes to support the design and development team
- Established a structured interlocking workflow, feedback loops, and an iterating development process, that helped focus on the user needs
- Integrated and tailored common project frameworks to the needs of the team and the project

Contact

+49 176 / 62 14 15 76

hej@isabelhaefner.com

behance.net/isabelhfner1

LinkedIn.com/isabelhaefner

Leipzig

Education

UI Design Professional Diploma

Career Foundry

04. 2021 - 09.2021

A full-time intensive project-based program focusing on UI principles while emphasising research-driven decision making

UX Design Professional Diploma

UX Design Institute Ireland

10. 2020 - 03.2021

University backed course in UX Design, focusing on the complete design process while applying learnings to a complex project

M.A. Communication & Media Studies

Universität Leipzig

2013 - 2016

B.A. Communication & Media Studies | Sociology

Friedrich-Schiller-Universität Jena

2010 - 2013



Isabel Häfner

Marketing Manager | Badoo

Apr. 2016- Apr. 2018 (Full-Time)

- Chaired the German marketing team on a deputy basis
- Reported to the British stakeholders on the success of the marketing measures
- Dealt with the challenges of marketing an online dating app and therefore realized a variety of different marketing strategies such as influencer marketing, festival sponsoring, media partnerships, and PR stunts which improved the reception of the brand based on the increased downloads up to 40%
- Interviewed several users to emphasize with the realities of online dating and to target those specific needs within our campaigns

Online Editor | 99pro media

Mar. 2013- Sep. 2014 (Freelance)

- Created content for the associated online platform to help increase participants applications for TV productions
- Through this we were able to triple the applications compared to conventional editor recruiting
- Co-organized a TV production in Bulgaria and set up the various local stations that the participants passed through

Design Skills

- User Research
- Competitive Research
- Personas, User Stories, User Flows, Journey Mapping
- Rapid Sketching
- Wireframing
- Prototyping
- UI Design
- Responsive Design
- Styleguides
- Agile Project Management
- Illustration