ARIEL KORSTEN

UX/UI DESIGNER

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⌖ Based in Munich; not open to relocation.

🔍 Looking for a remote position as a Digital Product Designer or UX/UI Designer.

ABOUT ME

Adaptable UX/UI Designer who enjoys solving challenging, complex problems. Skilled in user research, stakeholder management, and aligning user needs with business objectives. Recognized for autonomous work, effective time management, and strong cross-team communication.

SKILLS

Hard Skills
Design thinking
Researching techniques
User flows and journeys
Wireframing
UX writing
Interactive prototyping
Usability testing
Visual/UI design
Interaction design
Accessibility design

Soft Skills
Collaboration
Adaptability
Open-mindedness
Empathy
Curiosity
Problem-solving
Organization

Languages I speak
English - native
German - intermediate

EXPERIENCE

Bears with Benefits - UX Designer (December 2023 - present)

E-commerce company present in 9 markets that sells gummy bear supplements.

- User research through interviews, surveys, and prototype testing to evaluate and refine new features as well as identify pain points.
- Create and run A/B tests with a focus on improving conversion rates and enhancing user experience.
- Competitor and market research to validate ideas and identify opportunities for new markets and features.
- Lead end-to-end process for new feature requests and other projects including stakeholder management, design work, and QA.
- Close collaboration with the engineering team to develop and implement features or improvements based on business needs and engineer constraints.

reev GmbH - UX Designer (February 2022 - October 2023)

An e-mobility startup that develops software to manage smart charging stations.

- Responsible for two products within the product portfolio: backend dashboard for internal team and charging station integration app for electricians.
- Responsible for design, flows, testing, etc of new product: wizard to integrate 3rd party charging stations with reev backend software.
- Created user flows, wireframes, and interactive prototypes using Figma, refining designs based on usability testing and stakeholder feedback.
- Conducted user research through surveys and usability testing to understand user needs and behaviors.
- Designed accessible, user-friendly interfaces in line with brand guidelines and UX best practices.
- Collaborated with cross-functional teams to align design decisions with business goals and technical feasibility.
- Led usability testing sessions, documented findings, and implemented feedback to optimize user experience.
- Provided detailed design handoffs and annotations for the engineering team, ensuring smooth implementation of design specifications.