



GWENDOLYN KOCH

UI / UX DESIGNER

CONTACT

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Open to remote
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UI/UX SKILLS

UI Design
A/B and Preference Testing
Wireframing
User Interviews
User Personas
Visual Design
Branding
Responsive design
Prototyping
Moodboards

OTHER SKILLS

Presentation
Communication
Problem solving/adapting to change
Analytic mindset
Research
Patience
Active listening

TOOLS

Figma
Canva
Adobe

EDUCATION

CAREER FOUNDRY

UI Design
2024-2025

COLLEGE

Fashion Design
2004 - 2007

PROFILE

UI and visual designer with background of 15 years in costume design as well as interior. Values empathy and a strong consideration for the end user, driving to build appealing designs accessible for everyone. Experience in problem solving and adapting to client's needs.

EXPERIENCE

LOOM - ECOMMERCE, NATIVE AND RESPONSIVE APP

Project / January 2025 [Link to project: https://shorturl.at/Hkr71](https://shorturl.at/Hkr71)

Conceptualised and designed a responsive app with mobile first approach for shopping home decor and lifestyle products

- Created the brand guideline
- Conducted research, developed user flows, rapid prototyping and testing based on user information architecture
- Designed low to high fidelity wireframes with Figma

THE MONDAY CHEF - FOOD, RESPONSIVE RECIPE APP

Project / Oct - Dec 2024 [Link to project: https://shorturl.at/CTN33](https://shorturl.at/CTN33)

Conceptualised and designed a recipe based responsive app

- Conducted user interviews, user testing, and collating user research to create information architecture using Canva
- Prototyped high fidelity UI with mobile first design approach using Figma

WORK EXPERIENCE

2007 - 2023: Costume design/styling in film industry and commercial (e.g. Moovie GmbH or Jung von Matt)

- Collaborated and adapted it with clients (producers, directors, actors) to the required clients needs
- Created moodboards, designed costume overall looks, made them ready for screens
- Organised and communicated with staff, extras, and other departments to cooperate within a project

2017 - present: Interior design reelance projects

- Created moodboards, floor plans, 3D models
- Interviewed and collaborated with clients, and manufacturers