

# Amélie Therese Yaacoub

## UX / UI Designerin

International Experience | Data-Driven | Team Leadership

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## Summary

UX Designer with 5+ years of experience in independently conceptualizing and structuring digital products. Research- and hypothesis-driven approach with data-informed decision-making. Specialized in information architecture, UX quality, and translating complex requirements into user- and business-oriented solutions.

## Work Experience

### UX Designer at piazza blu

SEP 2025 – PRESENT

Cologne, Germany

- Restructured complex AI solution content into a clear and scalable information architecture
- Reduced cognitive complexity in technically driven messaging environments
- Aligned UX decisions with founder-driven strategic direction in the absence of formal research or analytics frameworks
- Ensured UX quality and consistency across digital touchpoints

### UX Strategist at TechMahindra

SEP 2021 – AUG 2025

Lisbon, Portugal

- Established structured UX quality standards across an international team of 19 designers
- Introduced review processes to improve cross-product consistency and support qualitative UX design decisions
- Acted as key interface between UX execution and enterprise stakeholders (Google environment)
- Contributed to alignment between UX, business expectations and delivery constraints

### UX/UI Designer at YDigital Media

JAN 2020 – JUL 2020

Lisbon, Portugal

- Design and implementation of 20 mobile-first digital projects for international clients
- Creation of wireframes, prototypes, and interactive high-fidelity prototypes
- Presentation of design concepts in agile project environments

### UX Research Internship at Honda

AUG 2019 – DEC 2019

Offenbach am Main, Germany

- Analysis of extensive usability tests and derivation of concrete recommendations for action
- Visualization of test results for cross-team coordination
- Design of conceptual prototypes for a cockpit display feature

## Education

### B. A. in Interactive Media Design

#### University of Applied Sciences

Darmstadt, Germany

2018 – 2021

### State Certified Graphic Designer

#### Technical College BBS

Aalen, Germany

2013 – 2016

## Skills & Languages

### UX, UI & Research

- User research (interviews, tests, A/B testing)
- User journeys & user flows
- Wireframing & prototyping (low-high fidelity)
- Responsive design
- Accessible design (WCAG)
- Design systems, components, tokens

### Tools & Technologies

- Figma, Photoshop, Illustrator, Indesign, After Effects, Premiere Pro, Sketch, Invision, Marvel
- ChatGPT, Claude, Gemini, Figma MCP
- Strapi, Hubspot, Wix
- HTML, CSS, JavaScript, React (ba)
- Jira, Confluence, Git

### Methods

- Design Thinking
- Scrum & Kanban
- Iterative Sprints
- Data-based optimization

### Languages

- German (native language)
- English (fluent)
- Portuguese (good knowledge)