

Samira Bavelos



UX Designer

I'm a UX Designer with a background in Art Direction and Photography. I have realised that my true passion lies in research, human behaviour and solution design. So I've leapt into the world of UX and couldn't be happier. As a curious person and natural problem solver, I enjoy making things more intuitive for both customers and businesses. UX allows me to combine my creative thinking with my love for research and design.

SKILLS & TOOLS

Sketch	Prototyping
Axure RP	Interaction Design
InVision	UI Design
HTML5	UX Research
CSS3	Usability Tests
Photoshop	Art Direction
InDesign	Photography

LANGUAGES

English fluent
German native

EXPERIENCE

MOST RECENT

Web Development Course

Career Foundry Berlin

6 month full time course | Completion September 2017

HTML5, CSS3, JavaScript, Ruby on Rails, Github

The Web Development course at Career Foundry focuses on both, front-end and back-end. From building a fully responsive and interactive website, to building a production-ready web app.

FREELANCE

Working in the creative industry made me realise how important it is to first find the right problem before you think about the solution or even the visual design. I've worked for various clients, popular brands like Bosch and McDonalds but also for small businesses and private clients. All of them taught me how essential it is to observe and listen to people's needs to ensure the best possible outcome.

Freelancer as UX Designer/ Photographer

2009 - present

Ordermentum

UX Consultant

Ordermentum is a cloud-based software solution, purpose built to make regular wholesaler and distributor ordering and payments easy. The focus of this project was to improve and simplify the onboarding process with self signup. Considering the 2 week time frame and the fact that the sign-up process was still being worked out we concentrated on a general onboarding strategy, rather than, detailed interface design. Key activities included:

- Competitive onboarding analysis
- Heuristic evaluation and onboarding assessment
- User research and customer journey map
- Ordermentum onboarding strategy development
- Axure prototype
- Usability testing insights
- Final stakeholder presentation
- Final document including all of the above

Soulgrfx

UX/UI Design | Graphic Design | Photography

Lichtgestalten movie design

Worked on various projects as graphical support, on mood boards and concepts for visual content

Fin Design + Effects

Company portraits

Samira Bavelos

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PORTFOLIO

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GET IN TOUCH

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Kurasu

Ecommerce for handmade Japanese design homeware
Product and mood shots

Klara goderma GmbH

Marketing photos

Culpepper Event GmbH

Event photography

Various private clients

Wedding photography | Company portraits | Event photography

CONTRACT AND PERMANENT

DDB Tribal Berlin, Art Direction

January 2011 - August 2011

Clients: Bosch, Total, McDonald's, Bunte, Emporia
Idea and concept development, layout design, mood boards,
photo research, retouching and compositing

Atelier + photostudio Horst Urbschat & Töchter

April 2004 - January 2005

Digital retouching, studio assistance, order processing,
client service, image archiving

MetaDesign AG

October 2000 - December 2000

Team Brand Consulting Intern:
Photo research, selection and compositing, corporate design

EDUCATION

User Experience Design Immersive Course

General Assembly Sydney

3 month full time course | 400 hours

Completion February 2016

The User Experience Design Immersive at General Assembly is crafted and taught by top practitioners in the field. It is project-based, extremely intense, and focuses on the core UX methodologies that give its immersive graduates a strong foundation within the discipline.

Communication Design Diploma

BTK University of Art & Design, Germany

Completion November 2009

Editorial and advertising design, ads and corporate identity.
Studying communication design has taught me how to transfer complex content into visual communication that is understood.

REFERENCES

Available upon request