

# Julian Sterz

UX/UI-Designer with background in industrial design, e-commerce and mechanics who adds value to your business with the pragmatism of a craftsman and the aesthetics of an artist.

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Portfolio [www.juliansterz.de](http://www.juliansterz.de)

Certs. [Google-Docs](#)

Based in Berlin, open for remote.

## Main Experiences

### Freelance as UX/UI Designer

UX/UI-Redesign of Sportsdate.app, Berlin  
February 2023 – Ongoing

- Analyzing the current status of the app and what the founder has in plan. Researching competitors and formulating a hypothetical vision based on the findings.
- Reconceptualizing the Apps strategy and how this reflects in the apps structure and UX/UI-Design.

### UX Designer Certification

Career upgrade with CareerFoundry, Berlin  
March 2023 – August 2023

- **Reflectai**  
Responsive Web-App that supports users with their well-being and fitness journey, through journaling, habit tracking, and personalized AI insights.
  - > Facilitated user-surveys, interviews and competitor research. Mapped research outcomes.
  - > Drafted personas, user-journeys and task-flows.
  - > Analyzed info-architecture and sitemap
  - > Created wireframes and clickable prototypes, which I tested on users and gradually refined.
  - > Documented the UI as a design system.
- **VocabStory**  
VocabStory offers an immersive vocabulary learning experience in the context of short stories and with the aid of features like interactive flashcards and audiobook narration.
  - > Conducted competitor and user research.
  - > Outlined a proto persona and related user-stories
  - > Sketched out user flows as basis for wireframes.
  - > Tested low fidelity clickable prototypes.

### Senior Product Designer, Product Management in E-Commerce

Berlin Brands Group (Chal-Tec GmbH), Berlin  
October 2018 – September 2022

- Created, pitched and handled design projects of consumer products for e-commerce in collaboration with a cross-functional team internally, as well as suppliers from the far east.
- Developed style and mood guidelines for product categories based on market trends and WGSN reports.
- Co-created and owned the companies internal product survey tool for preference testing, as well as the product packaging guideline for newly created categories and compliance issues.

### Product Designer

Bemefa Metallmöbel GmbH, L&C stendal GmbH,  
Berlin / Chemnitz  
October 2013 – December 2017

- Improved and designed products in the areas of contract, office and workshop seating, based on trade and customer feedback, as well as feedback from the manufacturing trades.
- Structured and mapped the entire product range with its product families and interchangeable components.

## Education

### UX Designer Certification

Career upgrade with CareerFoundry, Berlin  
March 2023 – August 2023

### Studies Industrial Design (Diploma)

University of applied Sciences Darmstadt, Germany,  
August 2007 – July 2012

## Apprenticeship Industrial Mechanic

Barmag AG (Mechanical Engineering), Remscheid, Germany, August 2001 – June 2004

## Experience abroad

- Study semester in France, St.-Étienne  
August 2010 – March 2011
- Internship in France, Nantes  
March 2011 – August 2011
- High school exchange program, USA, Michigan  
August 2000 – June 2001

## Continuous Learning

- CS50's Intro to Computer Science, Harvard/edX  
February 2024 – Ongoing
- Responsive Web Design, HTML/CSS  
FreeCodeCamp  
October 2023 – Ongoing
- Mini Design MBA  
December 2022
- Grasshopper Generative Design, Xtrude.Berlin  
August 2018

## Secondary Experiences

### Freelance in Exhibition Design

Design studio Ecke, Berlin  
December 2022 – February 2023

- Drafted the exhibition area planning and discovery route, and created different interactive exhibition concepts and visualized them with the help of CAD and Photoshop.

### Freelance in Transportation Design

Design studio IFS, Berlin  
June 2018 – July 2018

- Created exterior redesign concepts for the city tramway of the city of Hannover.

### Internship in Furniture Design

Design studio Läufer und Keichel, Berlin  
April 2013 – August 2013

- Supervised the solid wood chair project with 3D and model making for company Thonet.
- Created the graphics for the exhibition Serial Icons in the Berlin showroom of Modus Möbel.

## Student job in Architecture

Office for architecture Männle, Darmstadt, Germany  
August 2008 – August 2010

- Hand crafted different scale architecture or topography models.

## Internship in Industrial Design

Design studio Faltazi, Nantes, France  
March 2011 – August 2011

- Animated motion graphics for Les Ecovores ecoproject with Adobe After-Effects.

## Industrial Mechanic

Barmag AG (Mechanical Engineering), Remscheid, Germany, July 2004 – July 2005

- Managed small series or individual production cycles of metal stamping and forming tools.

## Languages

German Native  
English C1  
French B2  
Spanish B1

## Tools, Skills

### UX/UI tools and methods

- Design Thinking / UX Process  
UI / Design Systems / Libraries / Tokens  
Competitor- / User-Research  
Affinity-Mapping / Prioritization-Methods  
Sketching / Prototyping / Testing  
Task-Flows / User-Journeys / Info-Architecture  
Projectmanagement / Ticketing Tools

### Software skills

- Figma  
Miro / Figjam  
Adobe PS AI ID AE  
Chat GPT-4 as "assistant"  
Notion / Asana / Logseq  
Wordpress / Elementor / WP-Bakery  
HTML / CSS / Java / Programming knowledge  
CAD 3D Modeling / Technical Drawing