

# Michelle Hausen.

## UX & UI Designer

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## Clients

### B2B

VW, ITG, Hyundai, Volvo, Bäumer, Tyro, Amazon, Carl von Chiari

### B2C

Bugatti, Tauschwohnung, Blu, Seresto, Nissan, Schmitz & Nittenwilm, LEG, Car2Go, BEW, Douglas, Stadtwerke Kerpen, Deigner & Gehrig, Galeria Kaufhof, EMW Interactive

## Skills

I have experience working solely and collaboratively in teams to research, brainstorm, whiteboard concepts and hold interviews, testings, workshops and presentations.

### Some UX & UI capabilities

Strategy & Research, Experience strategy, Market research, Stakeholder interviews, Information architecture, User Research, User Scenarios, User flows, Use cases, Analytics, Basic SEO, User Interviews, Testings, Information Architecture, Content strategy, Wireframes, Visual Design, Interaction Design, Prototyping, Design systems

## Languages

**German**  
mother tongue

**French**  
basics

**English**  
fluent

**Spanish**  
basics

Hi, I'm Michelle, an ambitious designer, openminded humanitarian and enthusiastic globetrotter. I focus on the core of everyday life: Experiences. It is all about designing user experiences – One defining notion crafted with the user in mind, holds the power to reveal opportunities, to push boundaries, to inspire us to take action and to help companies grow. My horizon is broad and I consider all angles. I look at the bigger picture and explore the best solutions to help clients and their users to achieve their goals.

## Work experience

### UX/UI Designer Self employed

**Since 01/2019**  
Australia & Germany

I have been working and traveling as a Freelance UX & UI Designer for my own clients as well as for companies such as whiteGREY in Sydney, BBDO/Proximity worldwide and Mediaman in Germany. My tasks included leading the Discovery, UX and UI Design phases for different projects of different industries. A few of them are described below.

### echt. digital – since 04/2019

#### Project: Bäumer Web Relaunch

UX & UI Design for a web relaunch for baeumer.com to improve user journeys to generate more leads and sales. Audit, research and analysis of the existing site and analytics, usability testings, ux strategy for new website including Personas, IA, user flows and relaunch plan, creation of wireframes, new designs and micro interactions, prototypes and design system

#### Project: Schmitz & Nittenwilm recruiting pages

User testings, UX & UI Design for an overhaul of the recruiting pages for the bakery Schmitz & Nittenwilm.

### Mediaman – 10/2021 – 12/2021

#### Project: Hyundai Europe Email Marketing

Audit, interviews & strategy for email marketing of Hyundai's markets across europe. Audit of current email eco-system, newsletter contents and tools used, organization & conduction of market interviews, first basic strategy to create a consistent email marketing across markets

#### Project: Hyundai Europe & Hyundai Germany updates

Concepts, UX & UI design for several Hyundai Europe and Hyundai Germany pages e.g. model pages, company pages, Spiderman cooperation pages

## Education

### Bachelor of Arts – 09/2017

Dual academic Studies at  
HMKW Cologne – Grade A

Graphic design and visual communication + Mediadesigner Digital & Print (below)

### State approved Media Designer

BM Cologne  
Professional training and  
Educational Schooling

## Achievements

### Project Publication in PAGE Magazine & Online

The german leading design magazine „Page“ heard about my bachelor project „Troada“ and published an article about it within their magazine and online.

[Click to see article](#)

### Project Publication in lead digital online magazine

The german magazine „lead digital“ heard about my bachelor project „Troada“ and published an article about it online. (Not available anymore, lead digital is now W&V)

## References

### James Keeler

Chief Strategy and Customer Experience Officer at whiteGREY  
james.keeler@whitegrey.com.au

### Frank Olma

Creative Director at Mediacom  
Frankolma@googlegmail.com

### Lucinda Hodgson

Client Partner at Facebook  
lucindahodgson@gmail.com

### More References

You can also have a look at my LinkedIn recommendations

[Click to see recommendations](#)

## BBDO / Proximity worldwide – 07/2020 – 02/2021

### Project: blu e-cigarettes relaunch USA

UX & UI Design for a holistic multi-stage web relaunch for blu.com. Audit, research and analysis of the existing site, ux strategy for new website and overall project based on findings, creation of new designs taking in account the new brand style, support for cx strategy & journey, organization and conduction of user testings

### Project: Imperial brands interactive marketing tool

UX Strategy and design for an interactive omnichannel tool for marketers to improve the ROI. Analysis and logging of interesting data points and reports for mapping effort, defining features, functionalities and components, wireframing first draft of tool

### Project: Amazon UK

Strategy & SEO research for Amazon business – Tax advisory pages. Keyword, search queries and page ranking reviews, content review and evaluation, content optimisation proposal

## Whitegrey Australia

03/2019 – 05/2019

### Project: Volvo App Relaunch AUS

UX & UI design for the Volvo dealer app (VCA) relaunch in Australia. Running a discovery phase of current VCA version, analysing dealers digital platform eco system, research of IA, contents and their connections, creation of questionnaires and running interviews with dealers and stakeholders, design of new app, plan out future features and adjustments for multi-stage relaunch

### Project: Tyro Bank Website Relaunch AUS

UX & UI design for the Australian bank relaunch tyro.com. Conducted multiple collaborative sketching workshops with the client, wireframes, design and prototype templates of the sites' key areas, creation of component library with atomic design approach

## Junior UX/UI Designer

CHIARI & CARL von CHIARI GmbH

09/2017 – 10/2018

Duesseldorf / Germany

Transitioning quickly from Junior AD to Junior UX & UI Designer I became one of the only employees in the field of UX Design. I quickly led the UX design for several clients and projects. I took care of the whole spectrum of UX & UI Design, conducting user and usability tests as well as leading client presentations. Besides that I also led and designed CX projects that included CX Strategy, CX Journeys, Marketing, UX & UI Design.

## Trainee Art (18 months)

WRW United & TBWA Germany

10/2014 – 03/2016

Duesseldorf / Germany

During my first working experience at wrw united I became a member of a team, creating designs for clients such as BPW, Kaufhof and Douglas. Seen as a full-fledged Junior Art Director at TBWA I created concepts and designs independently for clients such as Nissan and Car2Go.