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STRATEGY

Consulting & concepts
Identity & Brand development
Product strategy & design
Information architecture

RESEARCH

Market analysis & strategy
User interviews & surveys
Usability & concept testing
User Flows & Journey Mapping

DESIGN

Graphic & content design
Design Sprints
Design systems / style guides
Sketching / wireframing
Interactive prototyping
Data visualization
Illustration & animation

UX Writing

Copywriting
Microcopy
Technical articles & stories

OTHERS

Workshop facilitation
Trainings, lectures
Docent for digital transformation
Teambuilding / coaching

TOOLKIT

| | |
|-------------|-----------|
| Figma | WordPress |
| Photoshop | LearnDash |
| InDesign | Procreate |
| Illustrator | Instagram |

LANGUAGES

German (native)
English (Business C1)
Italian, Spanish (elementary)

Katrin Klink

LEAD UX DESIGNER

research, strategy, prototyping, design

PROFILE - UX Designer with a background both in research and design

With 25+ years of experience in all things internet, I know how products work within a particular environment and market. From software to websites, e-learning platforms to apps, I made products from A-Z, and made them work (& enjoyable).



WORK EXPERIENCE (selected projects and clients)

APP CONCEPT & DESIGN (motivation and data visualization study)

client: private project, 2022

roles: research, concept, information architecture, UI design, interactive prototype

Developed the app from concept to final high-fidelity design and interactive prototype (delivered all UI, but emphasized research and motivation/gamification + data visualization)

case study 1

eLEARNING PLATFORMS

clients: Xara Business Solutions, 2012 - present, Michael Schurr Trainings, 2017 - present, artlaboratorium, 2019 - present

roles: product design, UX / UI, instructional design, online course development, content design & production, videos, manuals, social media and technical articles

Designed concept & content, shaped the psychological approach / UX writing and run the course implementation. Achieved a \$20 certification. Set up an affiliate system

case study 2

OPERATIONAL HEALTH MANAGEMENT PROJECTS

clients: Xara Business Solutions, 2012 - present, Mark Woodbridge GmbH, 2016-2018, Michael Schurr Trainings, 2017 - present, karriereschmiede 2017-2019

roles: consulting, research, strategy + marketing concepts, lectures, trainings, websites

Created USPs & positioning, designed concepts, target groups and applications, delivered lectures, trainings, an eMagazine series, explainer videos / social media content

case study 3

MEDICAL SOFTWARE DEVELOPMENT & ACADEMY

clients: QuantumResponse BV, 2007 - 2012, Nilas MV GmbH, 2012 - 2022

roles: Head of research & development, Head of QR academy in Germany and the Netherlands. Knowledge transfer, user flows, user tests, product design, trainings

Adapted Russian software to western markets, science standards, and user needs. Managed knowledge transfer, translations and project teams. Run all research. Defined new target groups, created manuals, marketing and merch. Set up 2 training centres (D + NL) from zero.

case study 4



EDUCATION

UX Design professional certificate with Career Foundry (2022)

Certified Design Sprint Master (2020)

Corporate Health Manager (2016)

Graphic-Design university diploma (1990)

Portfolio >