





# ANIDA GRANILO


UI/UX Designer




## INFO

 Anida Granilo  
born on Jan 9th, 1983  
living in Berlin


 0176-24026505


 hello@anida.design


 anida.design

## SOCIAL

 linkedIn/anidagranilo

 dribbble.com/anida

 behance.com/anida

 anidagranilo

 @anidatweet

## REFERENCES

**Ruth Rothmaler**  
Teamlead Product Design at  
Delivery Hero  
ruth@deliveryhero.com

**Nicole Winchell**  
Founder & CEO at  
thechanger.org  
nicole@thechanger.org



## GOAL

I want to collaborate in cross-disciplinary teams to conceive and produce new digital experiences (mobile & web), products and services.



## WORK EXPERIENCE



Jul 2012 - **Freelance UI/UX Designer, worldwide**

now Completed numerous projects for agencies and start-ups, e.g:

Apr 2017- **Lautsprecher Teufel GmbH, Berlin**  
now Rebranding of multi-room audio sound system  
Raumfeld to Teufel brand app across all platforms.

Apr 2017- **Talabat.com, A Delivery Hero Brand, Berlin**  
Jul 2017 New UX&UI of DH's arabic food ordering experience, while  
putting the user into all stages of production. Created  
interactive prototype for user testing.

Jan 2017- **tbd.community, Berlin**  
now Rebranding and redesign of responsive website. Identified  
several easy-to-fix usability issues by conducting a quick  
heuristic review and increased conversions by validating design  
assumptions with user testing.

May 2015- **Rocket Labs GmbH & Co. Kg, Berlin**  
Jul 2015 Made wireframes, user flow & final design based on Material  
Design for Seller Center App (av. at Play Store).

Sep 2014- **blinkist.com**  
Mar 2015 Optimized UX and UI of Blinkist app for Android & iOS  
+ made design changes to web page. Increased positive  
reviews and revenue by 80%

Sep 2013- **reBuy GmbH, Berlin (rebuy.de)**  
Sep 2014 Concept & design of iOS7 App, designed a dedicated mobile  
site and optimized various web features of website.



Jan-Dec **Deliveryhero GmbH, Berlin**


2016 *Senior Product Designer*


Complete redesign of UI and UX of the iOS app 'pizza.de' for  
iPhone & iPad // research, conceptual design, prototyping, detailed  
design, usability testing and implementation





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## SOFT SKILLS

- ✓ Creativity
- ✓ Flexibility
- ✓ Teamplayer
- ✓ Communication
- ✓ User testing
- ✓ Problem Solving
- ✓ Sense of Humor
- ✓ Positive attitude



Dec 2010 - **getstarted.com.au, Melbourne**

Nov 2012 *Web & UI Designer*

Conceptual designs, wireframes, web and mobile designs for numerous Australian clients across the board. e.g. Snooze, DeWalt, Antipodeans...

Jul 2010 - **Zalando GmbH, Berlin**

Sep 2010 *Interaction Designer*

User interface style guide, redesign of zalando homepage, UX/UI for mobile app.

Jul 2010 - **finanzen.de AG, Berlin**

Sep 2010 *Lead Designer*

Designed corporate identity and style guide for finanzen.de



## EDUCATION

Oct 03 - Sep 07 Information Design, Bachelor of Arts at Media University Stuttgart  
Degree in Bachelor of Arts (1.6)

Areas of focus Media and interface design, UCD methods

Thesis Interactive information graphics in online media

1993-2002 Higher education entrance qualification in Pforzheim (Abitur 2,0)



## SKILLS & INTERESTS

- |                          |                                   |
|--------------------------|-----------------------------------|
| ● ● ● ● ● Sketch App     | ● ● ● ● ● Principle               |
| ● ● ● ● ● Photoshop CC   | ● ● ● ● ● Invision, Marvel        |
| ● ● ● ● ● Illustrator CC | ● ● ● ● ● Framer, Origami         |
| ● ● ● ● ● Adobe XD       | ● ● ● ● ● Omnigraffle, Lucidchart |

### Languages



NATIVE



FLUENT



BASIC



GREAT LATINUM

### Interests



Blogs&Tutorials



Painting



Travelling



Sports



Gaming