



ANIDA GRANILO

UI/UX Designer



GOAL

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



FREELANCE PROJECTS (EXCERPT)

Since 2012



Freelance UI/UX Designer, worldwide

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



Mai 2019-
now

Lautsprecher Teufel, Berlin (teufel.de)

Screen design und creation of assets for Android and iOS App development & UI micro animations for Bluetooth Headphone App including Equalizer and Core Product (MVP)



Feb 2020

Vilua Healthcare GmbH, Berlin (vilua.de)

Product design (web) of a german healthcare company for one of the leading providers of data-based and user-centered solutions for the health maintenance industry.



Jan 2018-
Mar 2019

ImmobilienScout24, Berlin

Product optimization of relocation related industries (Consumer Services) for Web & Apps. Animations, assets and user testing.



Dec 2018-
Oct 2019

Spoak.com., New York & Berlin

Product design for core user flow, and product including Landing page, Questionnaire, Checkout (Web App for decor)



Jan 2017-
Jan 2018

tbd.community (formerly thechanger.org) Berlin

Redesign of responsive website. Identified usability issues by conducting heuristic review and increased conversions by validating design assumptions with user testing.



May 2015-
Jul 2015

Rocket Labs GmbH & Co. Kg, Berlin

Made wireframes, user flow & final design based on Material Design for Seller Center App (av. at Play Store).



Sep 2014-
Mar 2015

Blinkist.com, Berlin

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-
Sep 2014

reBuy GmbH, Berlin (rebuy.de)

Concept & design of iOS App, designed a dedicated mobile site and optimized various web features of website.

INFO

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living in Berlin

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SOCIAL

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REFERENCES

Ellen Reitmayr

Product Owner Teufel Apps

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Hilah Stahl

Founder & CEO at spoak.com

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CONTACT

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www.anida.design

LANGUAGES

German (Native)

English (Fluent)

Bosnian (Fluent)

Spanish (Basic)

INTERESTS

Blogs&Tutorials

Drawing/Painting

Traveling

Gaming

SOFT SKILLS

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



WORK EXPERIENCE

Jan 2016 -
Jan 2017

Lieferheld GmbH, Berlin

Senior Product Designer

Redesign of iOS app of major german food delivery brand pizza.de // setting the design direction across multiple platforms, validating design assumptions with research and usability testing, collaborating with product owners, engineering and other stakeholders to turn ideas into products

Dec 2010 -
Nov 2012

getstarted.com.au, Melbourne

Web & UI Designer

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

Jul 2010 -
Sep 2010

Zalando GmbH, Berlin

Interaction Designer

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

Jul 2008 -
Apr 2010

finanzen.de AG, Berlin

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

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



SOFTWARE

● ● ● ● ● Sketch App

● ● ● ● ● Adobe CC

● ● ● ● ● Principle

● ● ● ● ● Overflow

● ● ● ● ● Zeplin

● ● ● ● ● Invision Studio, Marvel

● ● ● ● ● ProtoPie

● ● ● ● ● Figma