



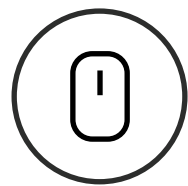
ANIDA GRANILO

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:

Jan 2022-
Mar 2022

Humboldtforum Berlin via Dayone (Agency)

UX concept & prototype of search function, optimization of filter function, extended design of object detail page including audio & video elements, UX & UI of responsive editorial page templates sammlungenonline.humboldtforum.org/de

Mai 2017-
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)

Dec 2020-
Sep 2021

Mister Spex, Berlin

Responsible for the redesign of the responsive web configurator for glasses, based on extensive user testing, data analysis and business goals. Helped building up new design system in Figma.

Jul 2020-
Nov 20

Durstexpress GmbH, Berlin

Optimization of UX & UI of Consumer Apps for Android and iOS App.

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).

INFO

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living in Berlin

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SOCIAL

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dribbble.com/anida

[behance.com/anida](https://www.behance.com/anida)

@anidatweet

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REFERENCES

David Jaenichen

Design Lead Product Design
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Ellen Reitmayr

Product Owner Teufel Apps
Ellen.Reitmayr@teufel.de

Nicolas Cheron

Director Residential Sale bei
ImmobilienScout24
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Hilah Stahl

Founder & CEO at spoak.com
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ANIDA GRANILO
UI/UX Designer

CONTACT

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www.anida.design

LANGUAGES

German (Native)
English (Fluent)
Croatian (Fluent)
Spanish (Basic)

INTERESTS

Blogs&Tutorials
Drawing/Painting
Travelling
Gaming

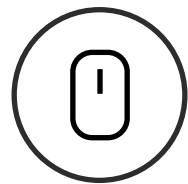
SOFT SKILLS

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

Sep 2014-
Mar 2015

Blinkist.com, Berlin

Optimized UX and UI of Blinkist app for Android & iOS
Increased positive reviews and revenue by 80%



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 / Figma | ● ● ● ● ● Zeplin |
| ● ● ● ● ● Adobe CC | ● ● ● ● ● Invision, Marvel |
| ● ● ● ● ● Principle | ● ● ● ● ● ProtoPie |
| ● ● ● ● ● Overflow | ● ● ● ● ● Teams, Jira, Outlook |