

# Hi, I'm Theresa – a user- and planet-centric UX designer from Berlin with 6+ years of experience in UX design, including 2 years in the renewable energy sector.



## INFOS & CONTACT



Wönnichstraße 44 | 10317 Berlin

16.04.1991

Austrian living in Berlin



theresa.r.design@gmail.com



linkedin.com/in/theresa-riedl



Portfolio: [www.theresa-r.design](http://www.theresa-r.design)

## COVER LETTER

I am seeking a new challenge in a **company dedicated to making a positive impact on the planet**. To be truly content in my work environment, I need to contribute to a meaningful cause.

With my **6+ years of experience in UX / UI design** I have developed user experience designs while honouring business requirements, user needs, technical constraints and stakeholder requests.

I want to contribute to a company's success by analysing how well users and / or B2B partners are engaging with a service and by **integrating relevant market trends**.

I want to make the crucial touchpoints in the customer journey more impactful and identify room for improvement based on user needs.

In my previous roles as Senior UI Designer in a green tech company, Product Designer in a proptech firm, and UX Research Lead in a fintech startup, I honed my expertise in **research-driven design**. I conducted user interviews and prototype testing to gain insights and validate design decisions, creating impactful designs for both customer-facing products and internal tools.

WORK EXPERIENCE

Senior UI Designer

Selfmade Energy · Subsidiary of Immobilien Scout GmbH since Sep 2024

Oct 2023 - today

Berlin | Germany

- Redesigned and optimised a solar and heatpump offer comparison platform published in e.g. Verivox and ImmoScout24 and built a scalable design system
- Redesigned and enhanced a B2B lead management application, launching major features such as offer preview and sales area selection. Designed an admin tool for publishing solar and heat pump offers
- Conducted usability tests with homeowners and interviews with installers to identify user needs and translate them into actionable product features
- Since January 2025, expanded responsibilities to Product Management alongside UX, shaping the product roadmap with stakeholders and leading discovery, Scrum facilitation, engineering handover, and quality assurance

Senior Product Designer

Homeday GmbH

Oct 2022 - May 2023

Berlin | Germany

- Delivered a property and task management web app for realtors from scratch
- Improved the internal property evaluation and sales tool of realtors on the basis of usability testing
- Created, tested and handed off high fidelity designs for the homepage and the B2C platform that accompanies the sales process of properties
- Maintained and expanded the design system

UX Research Lead 1y 2 months

UX / UI Designer 1 y 7 months

UI Design intern 5 months

OptioPay Group

Aug 2019 - Sep 2022

Berlin | Germany

- Shaped the development of a bank data driven loyalty platform through planning and carrying out research studies and usability tests
- Owned UX and UI improvements after the launch through synthesising qualitative and quantitative data
- End-to-end product design including feature ideation, user journey mapping and delivering hi-fi prototypes and UI assets for internal and B2C products
- Recruiting and design team mentoring

UX Design Freelancer

GROW MY TREE

Jun - Jul 2020

Berlin | Germany

- Design for the GROW MY TREE including homepage, shop, information pages and graphic elements in close collaboration with the founder
- Produced digital content for B2C audiences and tailored materials for B2B customers

PREVIOUS ROLES

UX / UI Design Intern

BMW Group IT · InnovationLab

Mar - Aug 2018 · Munich | Germany

Voluntary Social Year

Sheltered Workshop · Lebenshilfe

Sep 2009 - Jul 2010 · Baden b. Wien | Austria

Brand Solutions Intern

Gruner + Jahr

Mar - Aug 2014 · Hamburg | Germany

EDUCATION

Sep 2015  
Apr 2019

Bachelor in Media and Communication Design

Macromedia University of Applied Sciences

Berlin | Germany

Aug 2016  
Dec 2016

Academic Exchange Semester

Chulalongkorn University

Bangkok | Thailand

Sep 2012  
Jun 2015

Bachelor in Business Administration and E-Business Management

IMC University of Applied Sciences Krems

Krems | Austria

Aug 2013  
Dec 2013

Academic Exchange Semester

IPAG Business School

Nice | France

SKILLS AND WORK EXPERIENCE

