



# SABINE ROLOFF

## UX DESIGN · UI DESIGN

UX designer based in Düsseldorf, with a background in art direction for online marketing. Nine years of agency experience, working on a variety of projects for national and global clients. Ready to make the move from marketing to product development to focus on useful designs that help people in their daily lives.

## CONTACT

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## SKILLS

User Research  
Information Architecture  
Usability Testing  
UI Design  
Wireframing  
Prototyping  
Responsive Design  
HTML & CSS  
Design Documentation  
Visual Design

Pitches & Presentations  
Client communication

German (native)  
English (fluent)

## TOOLS

Adobe XD  
InVision Studio  
Sketch  
Balsamiq  
Photoshop  
Illustrator  
InDesign  
After Effects

MS Office  
Google Docs, Slides,  
Sheets & Forms  
Keynote  
Trello

## EXPERIENCE



07/2017 – 03/2019, Wunderknaben Kommunikation

### ART DIRECTOR

- Development of social media styleguides and content, landing pages and films for clients from various industries like retail, insurance, automotive and exhibition
- Strategy Consulting regarding the User Experience
- Guidance of juniors, trainees and interns

11/2016 – 06/2017, Wunderknaben Kommunikation

### JUNIOR ART DIRECTOR

- Development of websites and films/animations for clients like Bonprix and Vertikom Group



09/2012 – 10/2016, BBDO Proximity

### JUNIOR ART DIRECTOR

- Campaign ideas, initiatives, websites, films and ads for clients like Procter & Gamble, Dr. Oetker, Postbank, Generali and Mars
- Involvement in the workflow from concept to design and production as well as supervision of external service providers

09/2010 – 08/2012, BBDO Proximity

### INTERN / TRAINEE

- Practical experience as part of the media design training
- Development of ads and product pages for shops and websites

## EDUCATION



04/2019 – 09/2019, CareerFoundry

### UX DESIGN COURSE

- 500+ hours of intensive course guided by mentors, with a comprehensive, hands-on training alongside personalized course projects developed from scratch
- Focus on UX methodology spanning from user research and user journeys to information architecture, wireframing, prototyping and conversion rate optimization



09/2009 – 12/2012, Mediadesign Hochschule Düsseldorf

### MEDIA DESIGN DIGITAL & PRINT, TRAINING

- 18 months of theoretical lessons plus 18 months of internship
- Certificate of Chamber of Industry and Commerce