

FRANKA BLUMRICH

UX/UI DESIGNER & DESIGN THINKING COACH

Creative and multilingual UX expert with empathy, curiosity and an eye for details. With a toolkit full of research methods, design skills, data competence and workshop facilitation experience, I am an expert for human factors and innovations that balance business and social impact.

PROJECTS

TARA | ARTISAN-APP FOR SOCIAL SUPPLY CHAIN START-UP

Sept 2023 - present

- **User Research & UX/UI Design** for a native app for iOS and Android, including persona development, user stories, user flow diagramming, wireframing, prototyping, user testing & design system creation (ongoing)

TREKKLE | RESPONSIVE WEB APP FOR MULTI-DAY HIKES

July - Aug 2023

- **User Research & UX/UI Design** for a responsive web app, including competitor analysis, qualitative interviews, preference tests & moderated remote user tests, iterative interface design

MWAE-LINK - INTERNAL PLATFORM FOR GERMAN MINISTRY

Oct 2021 - Apr 2022

- Conducted and evaluated insights from **user interviews, cultural probes & focus groups**. Tested solutions with ministry employees, delivering a design concept and implementation plan.

WORK EXPERIENCE

UX DESIGNER & DESIGN THINKING COACH

Nov 2021 - present

Freelance

- Conducted qualitative **user research & user tests** in German, English and French, assessing usability problems and UX, enabling clients to improve their user experience and increasing user satisfaction.
- Crafted and facilitated **workshops & coaching sessions** on Design Thinking, (Social) Business Model Innovation, Lean Startup, Pitching or Team Dynamics, helping nearly 50 founders to work user centeredly.
- **Clients** include leefs.cx, Vali Berlin, HPI school of entrepreneurship

DESIGN THINKING COACH & PROJECT MANAGER

Sept 2020 - Dec 2022

Social Impact gGmbH, Berlin

- Supported about **200 social entrepreneurs & innovators** from NGOs & public institutions through workshops and coaching sessions on topics like Design Thinking, Social Business Models, User Centered Design
- **Conducted qualitative research & co-creation sessions** to develop an educational program for start-up consultants, a platform for social-innovative procurement, a social start-up pitch competition & incubation/acceleration programs with over 100 participants

RESEARCH ASSISTANT INNOVATION ECOSYSTEM STRATEGIES

2019-2020

CeRRI, Fraunhofer IAO, Berlin

HUMAN MACHINE INTERACTION ASSISTANT

2018-2019

Joyson Safety Systems GmbH, Berlin

- **Conducted formative mixed-methods user studies**, capturing & evaluating behavioural and attitudinal data, extracting insights contributing to driver safety while employing innovative technology



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EXPERTISE

Quantitative user research
(behavioural data, questionnaires, statistical evaluation)

Qualitative user research (focus groups, interviews, ethnography)

Facilitation of design sprints & co-creation sessions

UX/UI design of flows, wireframes, prototypes & design systems

User Testing (UX, usability, A/B)

Human Factors Expertise (heuristic evaluation, task analysis, etc.)

EDUCATION

UI Design Certificate
2023 | CareerFoundry

Design Thinking Certificate
2020-2021 | HPI d-school

M.Sc. Human Factors
2017-2020 | TU Berlin

B.Sc. Psychology
2013-2017 | FSU Jena

TOOLS

Figma Adobe XD

Axure Condens

Miro Conceptboard

R SPSS GIMP

MS Office Wordpress

Trello Asana

LANGUAGES

Native: German

Professional: French, English

Conversational: Spanish