



# Sini Lenger

Senior Product Designer

## Hard skills

- Wireframing
- User Testing
- Branding
- CMS
- Prototyping
- Responsive Design
- Design System
- UX/UI
- User Research
- Interaction design
- Accessibility

## Soft skills

- Initiative
- Organization
- Presentation
- Team management
- Strategic thinking
- Creativity
- Emotional intelligence
- Empathy
- Problem solving

## Languages

German Native  
English Fluent

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## Profile

Driven by a lifelong passion for design, I bring 5+ years of UX/UI experience from B2B SaaS and e-commerce startups and agency environments. My focus is on understanding user needs and developing impactful product solutions. As a Lead UX/UI Designer, I successfully led user testing, feature implementation, and design system creation. I am now looking for a new challenge where I can fully contribute and further develop my ability to solve complex problems user-centrally and create innovative and thoughtful product solutions.

## Experience

2024 – 2025

igefa E-Commerce  
B2B Startup  
Berlin

### Lead UX/UI Designer

As the connection between all teams along the customer journey, I pushed forward the development of the online store using the Scrum model. I was in charge of the design team and worked closely with the development team to conceptualise, design and implement new features in refinements.

2021 – 2024

WEVENTURE  
B2B/ B2C Agency  
Berlin

### Senior UX/UI Designer

As part of the creation team, I was primarily responsible for managing and implementing various website relaunch projects for a diverse range of clients, spanning both B2B and B2C products and services. This role involved a strong focus on developing user-centered solutions and enhancing the overall product experience through effective website design and functionality.

2019 – 2021

writeaguide  
B2B SaaS Startup  
Berlin

### UX/UI Designer

Working closely with the development team, my focus has been on the continuous development of the platform through strategic optimizations and the implementation of new functionalities aligned with product goals and user value. This included contributing to the product roadmap and ensuring that new features enhanced the overall product offering and user satisfaction.

## Education

2017 – 2021

HMKW  
Studies  
Berlin

### Bachelor of Arts in Graphic Design and Visual Communication

My studies covered a wide range of design disciplines, including colour theory, typography, layout, photography, motion design and much more. My passion for UX/UI design crystallised during my mandatory internship.