Hello there!

20 years ago I set myself the goal of being able to write apps.

That is how my hobby has become my job.

Name Alex Friedl

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Nationality German Birthdate 28.11.1988

PROJECTS

12/2023 - today

Mercedes Benz

Senior UX/UI Designer









- Conception and data analysis Wireframing & UI Design
- User interviews and user testing
- Creating user flows and click dummies Final styling based on predefined style guides or component libraries
- Development of component libraries and guidelines

09/2023 - today

Merck KGaA

Senior Software Engineer & Senior UX/UI Designer









- Conception and data analysis
- Wireframing & UI Design
- Creating user flows and click dummies Development of component libraries
- React development (integration of user flows)

03/2023 - 01/2024

Zeppelin Group

Senior Software Engineer















- Creation of a design system
- Development, delivery and maintenance of reusable UI components
 Development of a npm package
 UI and interaction testing with Chromatic
 Documentation with Storybook
 Development and maintenance of a decign taken pipeline with Figure

- Development and maintenance of a design token pipeline with Figma and Design Studio

03/2023 - 09/2023

Industry Fusion Senior UX/UI Designer & Senior Software Engineer















- Creation of use flows
- Creation of interactive protoypes with Figma
- Creation of an Angular App
 Development, delivery and maintenance of reusable UI components
 Development of a backend with Nest.js and mongoDB
 Development of Authentication with Keycloak

09/2022 - 05/2023

BOSCH Software Innovations GmbH

Senior Software Engineer







- UX Consulting
- Strategy Consulting Interactive Prototyping with Figma
- Creating operating concepts
 Implementation of the wireframes with Angular
- Implementation of the wireframes with existing components from the BOSCH Software Design System

08/2022 - 05/2023

Datev eG

Senior UX/UI Designer

05/2022 - 06/2023

Siemens Healthineers Senior UX/UI Designer











- **UX** Consulting
- Usability Testing & Evaluation Creating Figma Prototypes
- Angular Programming Reactive Frontend
- Documenting Components Responsive Webdesign

12/2021 - 05/2022

Bundesamt für Migration und Flüchtlinge (BAMF) Senior Software Engineer









- Angular Programming
- Reactive Frontend Documenting Components Responsive Webdesign

10/2021 - 08/2022

MediaMarktSaturn GmbH Senior Software Engineer









- Develop a multi themed React Library Creating a reactive Frontend with styled components
- Documenting Components with Storybook
- Creating responsive components
- Writing visual regression tests

09/2021 - 05/2022

Hilti AG

Lead Product Designer









- UX Consultina
- Design Thinking Lead Usability Testing & Evaluation
- Interactive Prototyping with Figma, Sketch and Abstract
 Working according to Lean UX
 Prototyping with React.js, HTML5, Styled components, Typescript, Storybook, JIRA,
- Confluence Establishing design versioning

08/2021 - 10/2021

Schaeffler AG

Senior UX/UI Designer







- **UX** Consulting
- Design Thinking Lead
- Usability Testing & Evaluation Developing a design system (Google Material) Interactive Prototyping with Adobe XD
- Creating use concepts Creating click dummies







- UX Consulting Strategy Consulting Interactive Prototyping with Figma
- Creating use concepts
 Documentation of Specs and Guidelines

SKILLS

Research

- Strategy Consulting
- Interviews4s & Hallway Testing
- Usability Testing & Evaluation Design Thinking
- User Journeys
- Value Propositions & JTBD User Stories
- Scenarios, simulations

- Concept
 UI Design
- Interactive PrototypingInteraction Design
- Use Concepts
- WireframesClick Dummies
- Material DesignUseflowsWireflows

- RWD (Responsive Webdesign) Guidelines, Patterns, Specs
- Mockups

- Tools
 Figma
 Adobe (PS, XD, Illu)
 Sketch
 Axure

- Invision, Zeplin

Frontend

- HTML5CSS3
- Tailwind
- Javascript, Typescript Angular, Vue, React Storybook
- Chromatic (visual regression testing)
- CSS in JS Echarts
- Angular MaterialMui, Ant, PrimeNG
- Shadon, Radix, HeadlessUI
- RXJSRedux, NGRX

Backend

- Node.js, Express.jsNext.js
- Nest.jsRest & Open API, Swagger
- Prisma
- GraphQL Headless CMS, Contentful
- MongoDB Postgres

Methods

- Methods

 UCD / HCD (Human centered Design)

 Double Diamond

 Design Thinking

 Design Sprints

 Lean & Agile

 Scrum & Kanban

 Component driven development

DEVELOPMENT STACK











































ROLES

since 2010

UX/UI DesignWireframes, Interactive Prototypes, Use concepts and Flows

since 2011

Frontend

Typescript, React, Angular, Chromatic and Storybook

since 2018

Product OwnerRequirements, User stories and Teamleadership

since 2019

Backend

since 2017

UX Research Interviews, Workshops, JTBD and Testing NestJS, NextJS, MongoDB, Postgres and Authentication

since 2021

Product DesignStakeholder Management and Business requirements

TOOLS

























EDUCATION



Friedrich-Alexander-Universität, Erlangen-Nürnberg

Lehramt, Informatik

2010 - 2011

DROW GmbH

Mediengestalter Digital und Print

DELIVERABLES

- Prototypes
 Wireframes
 Mockups
 Click Dummies
- Guidelines
- DesignsystemsComponent AnatomiesSpecifications
- Use ConceptsPattern

- Canvas
 JTBD & Value Propositions
 User Journeys
 Use & Wire Flows
 Usability Test Guides & Evaluations
- SoftwareSaaS Platforms (Data Management)

 - Android & iOS Apps
 Web Apps (Ecommerce, Websites)

INTERESTS

- Music production
- Drums
- Photography
- Football
- Snowboarding

LANGUAGES

- German
- English