

MADLENE SCHAFIR

SENIOR PRODUCT DESIGNER



EXPERIENCE.

since 2015

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Freelance Product Designer

Responsible for entire product design process:
From research and ideation to prototyping and final implementation. Developing user-centric designs that prioritize both usability and visual appeal ensuring the product aligns with standard UX guidelines user needs and business objectives as

Clients: HelloFresh, GetYourGuide,

ImmobilienScout24, Idealo and many more

2015

EDDB BERLIN - ADVERTISING AGENCY

Art Director

Overseeing the visual style and creative direction of projects, maintaining consistency across all visual elements.

Clients: Quartier 206, AOK Nordost, Netto

2013 - 2015

WITTE PROJEKTMANAGEMENT GMBH

Graphic & UI Designer

Defining requirements, visualizing, and creating graphics, including illustrations, logos, and photos.
Creating intuitive, user-centered designs that balance functionality and aesthetics.

2012 - 2013

EXPECTARE

Freelance UX/UI Designer

Creating intuitive, user-centered designs that balance functionality and aesthetics.

Clients: Hamburg Port Authority, IBM, American Express.

2011 - 2013

POCKETWEB

Freelance UX/UI Designer

Designing and developing mobile native apps and responsive websites

EDUCATION.

2009 - 2012

BACHELOR OF ARTS (B.A.), MEDIA DESIGN

Media Design Hochschule für Design und Informatik (MD.H), Berlin

2006 - 2008

BUSINESS ADMINISTRATION

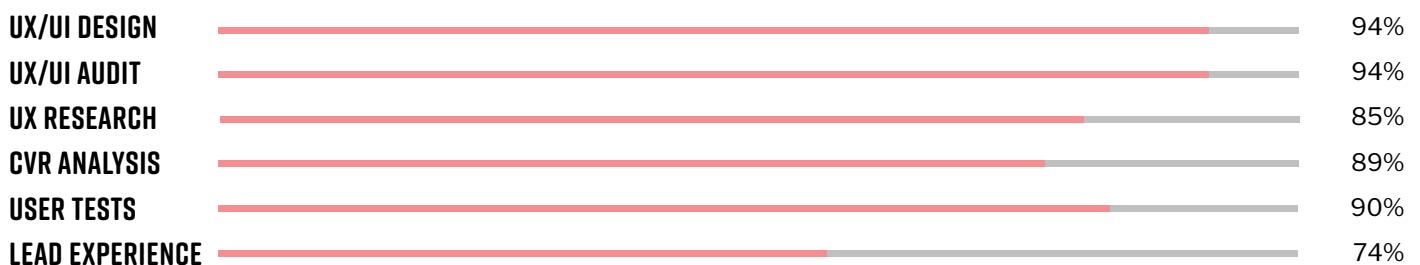
Humboldt Universität, Berlin
Specialization: marketing

2008 - 2009

BUSINESS ADMINISTRATION

Interdisciplinary Center (IDC), Herzliyah

SKILLS.



ABOUT.

I specialize in helping businesses and startups design digital products that are visually compelling and deeply rooted in user research. By understanding what users think and need, I create intuitive, engaging interfaces that solve real problems, drive satisfaction, and deliver measurable outcomes like higher conversions and revenue—all while ensuring that every product I design aligns with UX accessibility guidelines (WCAG 2.2 AA). I also audit existing products to identify opportunities for enhancing usability and accessibility, ensuring that improvements are both effective and sustainable. From research and concept development to market-ready solutions, I guide the entire product design lifecycle. My goal is to turn complex ideas into seamless, user-friendly experiences that fuel business growth in the digital world.

I speak:

GERMAN: Native speaker

ENGLISH: Business fluent

RUSSIAN: Fluent

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