



NICOLE DE MIN

UI/UX, WEB AND
PRODUCT DESIGNER

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EXPERIENCE

UI/UX
Web Designer

May 2025 - Now

PURPOSE GREEN
Berlin

Designed and optimized Websites and Landing Pages, applying **UI/UX Principles and improving layouts, components, and user flows based on User Behavior Analysis and Performance Data.**

Led Website and Product Experience Improvements, designing **scalable components**, improving page structure and usability to ensure clarity, consistency, and high-quality digital interactions.

Lead UI/UX and
Product Designer

January 2025 - March 2025

KRANUS HEALTH
Berlin

Designing and Redesigning App Interfaces, including creating **Prototypes** for a new app in preparation for its launch.

Led the Design Team, overseeing all design materials (**UX/UI, Print, Digital, Social Media**) and making final decisions on their execution.

Managed the Entire Design Process, ensuring consistency across all touch-points and collaborating with cross-functional teams to align solutions with **Business and User Needs.**

Product Specialist

January 2024 - December 2024

MPB
Berlin

Photographed and tested photographic equipment, including DSLRs and lenses.

UI/UX, Visual and
Product Designer

January 2021 - October 2023

EXPERTLEAD
Berlin

Created Design Systems and Apps from scratch, delivering effective and consistent **UX/UI Solutions** across digital products in line with Expertlead's branding.

Used **Figma and Adobe Creative Suite** to design **Interfaces, Prototypes**, and a wide range of **Marketing Assets** including **Banners, One-pagers, Videos, and Animations.**

Designed and maintained the company website, developing new pages and continuously enhancing **Usability and Visual Coherence.**

Graphic Designer
and Art Director

May 2019 - April 2020

ERTL-YANG
Berlin

Designing **Printed Material** such as **Brochures, Leaflets, Roll-Up Banners, Table Signages, ID Badges and Lanyards**

Designing **Digital Material** such as **Digital Interactive Brochures, Social Media Banners and Video Editing**

EDUCATION

University

September 2015 - July 2018

ACCADEMIA DI
BELLE ARTI
SANTAGIULIA
Brescia

Multidisciplinary Design (110\110)

Graphic Design, Interior Design, Photography and Painting

SOFTWARES



Figma



Adobe
Illustrator



Adobe
Photoshop



Adobe
InDesign



Adobe
After Effects



Cinema 4D

LANGUAGES

Italian Native

English C1

German B2

Spanish A2