



# THAIS KAISER

## UX/UI Designer

I'm a passionate UX/UI Designer with experience in e-commerce and finance. I combine design thinking with my graphical skills and strategic mindset to craft meaningful solutions that balance user needs and business goals.

Visit my portfolio at [www.thaiskaiser.com](http://www.thaiskaiser.com)

## CONTACT

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[www.thaiskaiser.com](http://www.thaiskaiser.com)

## SKILLS

### Design Thinking

Journey Mapping, Persona, Ideation, Design Thinking Trainings for Stakeholders

### User Interface Design

Wireframing, Prototyping, High-fidelity Mockups

### User Experience Research

Qualitative and Quantitative Research, Usability Testings, Competitor Analysis

### Project Management

SAFe/Scrum, Design Consultancy

## TOOLS

Figma

Photoshop

Lightroom

## EDUCATION

### UX Design Certificate

CareerFoundry · Aug. 2020 - Feb. 2021

Project: Oh!live - Let food be your medicin

### Fashion Studies M.A.

Stockholm University · Sept. 2015 - Jun. 2017

### Cultural Anthropology B.A.

Albert-Ludwigs-University Freiburg (D)  
2011 - 2015

## LANGUAGES

- German - Native
- Spanish - Fluent
- French - Native
- Swedish - Fluent
- English - Fluent
- Italian - Intermediate

## PROFESSIONAL EXPERIENCE

### UX/UI and Service Designer

UBS · Zurich, Switzerland · Dec. 2023 (officially July 2024) - Present

- Executing all design phases from initial analysis and ux research to high-fidelity prototyping and implementation review with IT.
- Facilitate user research and mapping user journeys across touchpoints and developing service blueprints.
- Representing the client-centric design approach to influence product vision, strategy, and steer the product roadmap.

### UX/UI Designer | Head of Design Thinking

Credit Suisse · Zurich, Switzerland · Nov. 2022 - Nov. 2023

- Leading and executing all design phases for a broad range of digitalization initiatives from initial analysis and research to high-fidelity prototyping and final handover to IT.
- Creating prototypes of all fidelities and incorporating industry standards and design principles into human-centered solutions.
- Reviewing final designs and implementation quality throughout the development cycle.
- Identifying and executing appropriate Design Thinking methods to conceptualize optimal user experiences.
- Organizing tailored design thinking workshops for stakeholders.

### UX/UI Designer

Credit Suisse · Zurich, Switzerland · May 2022 - Oct. 2022

- Executing all design phases in a broad range of digitalization initiatives and collaborating with subject matter experts.
- Identifying and executing appropriate Design Thinking methods to conceptualize optimal user experiences.
- Contribute to user research and assist during usability testing sessions.

### Junior UX/UI Designer

JUNIQUE GmbH · Berlin, Germany · Apr. 2021 - Apr. 2022

### Junior E-commerce Manager

IVY OAK GmbH · Berlin, Germany · Jan. 2020 - Aug. 2020

### Junior Content Manager

zenloop GmbH · Berlin, Germany · Apr. 2019 - Dec. 2019

### Public Relations Trainee

on time PR GmbH · Berlin, Germany · Sept. 2018 - Mar. 2019

### Visual Merchandiser

Inditex/Massimo Dutti · Stockholm, Sweden · Feb. 2016 - Aug. 2018