

VIKTORIJA VALAVICIUTE

UX/UI DESIGNER

Based in Berlin, Germany

[Email](#) | [Linkedin](#) | [Portfolio](#)

Combining strategic insight with a deep understanding of human behaviour, I deliver a fresh perspective on user experience. Known for persistence and continuous learning to provide innovative and personalised design solutions that improve user experience and drive user engagement.

EXPERIENCE

2022 - 2023

Cimdata Bildungsakademie GmbH

UX/UI Designer - SCENTIFY APP ↗

- Conducted thorough **market research** and **competitive analysis** to identify user needs and market gaps, shaping the **design strategy** for a personalised perfume discovery app.
- Designed a **user-friendly interface** and **intuitive navigation system**.
- Developed detailed **personas and empathy maps** to ensure a user-centric design, addressing the unique preferences and pain points of diverse user groups.
- Created **seamless user journeys** and **task flows**, optimising key interactions **improve overall user experience** and **increase conversion rates**.

UI Designer - VELOTRIBE APP ↗

- Identified and prioritised essential features for cycling community hub by conducting **user-centric research** and **creative ideation**.
- Developed a distinctive **brand identity**, including colour styles, typography, iconography, and components, to create a cohesive and appealing visual experience.
- Designed an **intuitive** and **visually engaging user interface**.
- **Iterated and refined the design** based on user feedback, leading to **improved usability**.

