

Goal

To leverage over 12 years of experience as a dedicated freelance UI/UX designer in crafting intuitive, data-driven digital products and experiences. I aim to bridge human needs with business objectives through strategic planning, impactful design, and user-centered solutions.

Freelance projects (excerpt)

Since 2012

Freelance UI/UX Designer, worldwide

Completed numerous projects for agencies and start-ups, e.g:

Jun 2024 - Dec 2024

sonnen GmbH, Berlin (sonnen.de)
Conceptualise, research, design and deliver new features like the pv sizing tool and widgets for the dashboard for the new sonnen's partner portal (B2B).

Mai 2017- Jun 2024

Lautsprecher Teufel, Berlin (teufel.de)
Screen design und creation of assets for Android and iOS App development & UI micro animations for Teufel Bluetooth App and Teufel Home App.

Jan 2023- Oct 2023

Netze BW (EnBW Energie Baden-Württemberg AG)
UX improvements of B2B dashboard of online services across the board. Support of Dev Team.

Jan 2022- Mar 2022

Humboldtforum Berlin via Dayone (Agency)
UX concept & prototype of search function, optimization of filter function, extended design of object detail page including audio & video elements, sammlungenonline.humboldtforum.org/de

Dec 2020- Sep 2021

Mister Spex, Berlin
Responsible for the redesign of the responsive web configurator for glasses, based on extensive user testing, data analysis and business goals. Helped building up new design system in Figma.

Jul 2020- Nov 20

Durstexpress GmbH, Berlin
Optimization of UX & UI of Consumer Apps for Android and iOS App.

Jan 2018- Mar 2019

ImmobilienScout24, Berlin
Product optimization of relocation related industries (Consumer Services) for Web & Apps. Animations, assets and user testing.

Sep 2014- Mar 2015

Blinkist.com, Berlin
Optimized UX and UI of Blinkist app for Android & iOS
Increased positive reviews and revenue by 80%

Info

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Jan 9th, 1983
living in Berlin

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Social

[linkedin/anidagranilo](https://www.linkedin.com/in/anidagranilo)
dribbble.com/anida
[behance.com/anida](https://www.behance.com/anida)
[instagram.com/anidae_ono](https://www.instagram.com/anidae_ono)

References

Loki English
Design Director @ sonnen
l.english@sonnen.de

Melina Grützmacher
CX UX Managerin

Ellen Reitmayr
Product Owner Teufel Apps

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Work experience

Jan 2016 -
Jan 2017

Lieferheld GmbH, Berlin

Senior Product Designer

Redesign of iOS app of major german food delivery brand pizza.de // setting the design direction across multiple platforms, validating design assumptions with research and usability testing, collaborating with product owners, engineering and other stakeholders to turn ideas into products

Dec 2010 -
Nov 2012

getstarted.com.au, Melbourne

Web & UI Designer

Conceptual designs, wireframes, web and mobile designs for numerous Australian clients across the board. e.g. Snooze, DeWalt, Antipodeans...

Jul 2010 -
Sep 2010

Zalando GmbH, Berlin

Interaction Designer

User interface style guide, redesign of zalando homepage, UX/UI for mobile app.

Jul 2008 -
Apr 2010

finanzen.de AG, Berlin

Lead Designer

Designed corporate identity and style guide for finanzen.de



Education

Oct 03 - Sep 07 Information Design, Bachelor of Arts at Media University
Stuttgart Degree in Bachelor of Arts (1.6)

Areas of focus Media and interface design, UCD methods

1993-2002 Higher education entrance qualification in Pforzheim (Abitur 2,0)



Tools

● ● ● ● ● Figma, FigmaJam

● ● ● ● ● Adobe CC

● ● ● ● ● Principle, ProtoPie

● ● ● ● ● Framer, Webflow

● ● ● ● ● They Do (User Journeys)

● ● ● ● ● Miro, FigJam

● ● ● ● ● Procreate, Fresco

● ● ● ● ● Teams, Jira, Azure



Recognitions

Two of the projects I worked on during my time with GetStarted in Melbourne, Australia won recognition at the Australian Web Industry Association awards for 2013: // Arthritis Victoria won Best Not For Profit website for 2013 // Snooze was a winner in the category commercial // www.webawards.com.au/finalists



ANIDA GRANILO

UI/UX Designer

Contact

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Languages

German (Native)

English (Fluent)

Croatian (Fluent)

Spanish (Basic)

Interests

Blogs&Tutorials

Drawing/Painting

Travelling

Gaming

Soft skills

- ✓ Teamplayer
- ✓ Solution-oriented thinking
- ✓ Sense of Humor
- ✓ Positive Attitude
- ✓ Transforming brand aesthetics into component styleguides
- ✓ User Journeys & User Flows
- ✓ User Interviews