

Tanya Hubbell

tanya.hubbell@gmail.com • [LinkedIn](#)

Portfolio: www.tanyahubbell.com

Cologne, Germany

Product Designer (UX/UI) with 5+ years of experience working on real digital products.

I work across both UI and UX, from research and UX concepts to hands-on interface design, collaborating closely with engineering and cross-functional product teams throughout the process. My background in graphic design supports a strong visual foundation.

Skills

Skills: UI & Interaction Design, Product Discovery, User Research & Usability Testing, Design Systems, Wireframing & Prototyping, Design Documentation, Accessibility, Workshop Facilitation, Motion & Micro-interactions, Frontend Basics (HTML/CSS), Visual Communication (Branding, Marketing & Print), Presentation Design.

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Firefly), Miro, Jira & Confluence, Research & Testing Tools (Condens, Lookback), Accessibility Tools (Stark), Animation (Lottie, After Effects), No-Code (Framer), AI Tools (ChatGPT, Claude, Gemini, Midjourney, Firefly), Presentation Tools (PowerPoint, Keynote).

Languages: English (fluent / C1), German (intermediate / B2).

Professional Experience

UX/UI Designer • Freelance (Jun 2025 – April 2026) • 10 months

Cologne, Germany

- Led the end-to-end UX concept and UI design for a new community feature in a fitness app, attracting **35K followers within the first 24 hours** of launch.
- Designed a set of animations and motion elements to enhance the product experience for a fitness app and bring key interactions to life.

UX/UI Designer • Open Reply GmbH (Oct 2022 – Jun 2025) • 2 years 9 months

Cologne, Germany

Leading digital solutions agency in Germany

- Contributed to the end-to-end design of web and mobile (iOS & Android) applications, focusing on accessibility & usability, resulting in products with high user ratings (4+ stars).
- Created animations and interactive elements to enhance user engagement and improve product flow.

- Developed, maintained, and documented design systems to streamline cross-team collaboration.
- Conducted usability and accessibility audits.
- Produced design documentation for a smooth handoff to development.
- Facilitated workshops and participated in strategic product planning.
- Led the design of a web-based project with a prominent client in the insurance industry from concept to delivery, coordinating closely with teams and stakeholders.
- Researched and evaluated AI tools to optimize design workflows.

UX/UI Designer • Business Code GmbH (Jul 2021 – Sept 2022) • 1 year 3 months

Bonn, Germany

Award-winning German developer of intelligent enterprise software solutions

- Created UI mockups and wireframes for internal tools and early-stage concepts (SaaS, mobile apps).
- Supported design efforts across internal initiatives, contributing visual consistency and clarity.
- Created visual assets (presentations, pitch decks, icon sets) to support product communication.
- Collaborated with product managers and developers on an as-needed basis.

Graphic & Digital Designer • KI Group GmbH (Apr 2019 – Jun 2021) • 2 years 3 months

Cologne, Germany

Leading innovation company co-founding and scaling AI-driven digital ventures across Europe

- Designed and improved layouts for multiple websites, focusing on usability and brand consistency.
- Created interactive prototypes, animations, and digital illustrations to support product development.
- Contributed to brand strategy by exploring visual directions and shaping the overall look & feel.
- Created 100+ visual assets (icon sets, pitch decks, presentations, animations, marketing assets for various channels), enhancing brand & marketing communication.
- Worked closely with developers and founders in a fast-paced startup environment.

Education

Rhine-Waal University of Applied Sciences (Kamp-Lintfort, Germany)

- M.Sc. Usability Engineering (GPA: 1.4)
- B.A. Information and Communication Design (GPA: 1.3)