

Adi Gottlieb

UX/UI Designer based in Berlin



Professional Experience

Most Recent

asgoodasnew Electronics GmbH, Berlin, DE

Senior Graphic Designer (Freelance)

10/2024 – 02/2025

Developed and managed all graphical assets for the marketing, sales, and product teams, ensuring high-quality visuals across campaigns, promotions, and product listings. Strengthened the brand's market visibility through compelling design solutions.

- Designed and executed campaigns for the online shop and social media
- Ensured high-quality product images for a polished and professional look
- Contributed to a cohesive brand identity across all visual assets

Warnke Marketing Services GmbH, Köln, DE

Visual Designer and Online Shop Manager

01/2021 – 04/2024

Managed 1,200+ products across 5 food supplement brands, driving improved efficiency and performance through online campaigns and UX optimization.

- Boosted sales by 25% over 3 years through paid digital campaigns.
- Enhanced user satisfaction by 30% by conducting user research and optimizing website experiences.
- Led full UI/UX design process, from wireframes to prototypes.
- Increased user engagement by 40% through dynamic banners and design elements.
- Designed labels and packaging, boosting brand recognition by 50%.

Museum for Applied Arts Köln (MAKK) | Köln, DE

Guide and Instructor

06/2020 – 03/2023

Led live and online lectures on design topics and product designers in Hebrew and German for groups of 10-25, while also moderating workshops on recycling and upcycling for children.

About Me

I specialize in creating seamless and intuitive digital experiences that boost user engagement and satisfaction while effectively aligning with business objectives.

I am Proficient in user research, wireframing, prototyping, usability testing and interaction design.

I bring a user-centered approach to every project. Over the course of my career, I have successfully

elevated and managed more than 10 online shops in the furniture and food supplements industries,

driving sustainable growth and enhancing the user experience for thousands of customers.



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Core Competencies

- Wireframing
- Adobe CC
- UX/UI Design
- Usability testing
- Design thinking
- User Research
- Prototyping
- Figma
- Illustration
- Brand Design
- Graphic Design
- Interaction Design
- Sketching

- Delivered 50+ lectures on design topics in Hebrew and German, earning 95% positive feedback.
- Led 10+ recycling and upcycling workshops for 100+ children, teaching them how to transform waste into valuable resources.
- Guided children in using workshop tools effectively, resulting in the creation of 150+ upcycled items

Readymade | Im Mediapark, Köln, DE

Interior Design and Project Coordinator
11/2018 – 08/2019

Readymade is a furniture sharing Start-up for which I started as an intern, which developed into a paid job, and I worked as a Set-Designer for different events, the most famous one was the Passagen 2019, to which the shop was nominated to be in the top 3 for the best shop Design. On top, given my woodworking capabilities, I helped with fixing up the furniture.

- Advanced from intern to key contributor in set design and furniture management within 6 months.
- I designed set designs for 10+ events, including Passagen 2019, where our shop was
- nominated among the top 3 for Best Shop Design, attracting 2000+ visitors.
- Leveraged woodworking skills to maintain and repair 50+ pieces of furniture, ensuring
- optimal functionality and aesthetics.

Hobbies



Basketball



Reading



Music



Travel



Video Games



Yoga & Meditation



Running



Climbing



Drawing

Languages

- **Hebrew** – Native
- **English** – Fluent
- **German** – Advanced (B2)

Education

Professional Diploma in UX Design

UX Design Institute - 2024

- User Research • Wireframing • Usability testing • Prototyping • Interaction Design

Professional Certificate in Industrial Design

Sapir College, Sderot, Israel - 2017

- Technical Sketching • 3D Modeling • Solidworks • Design and Art history • Adobe CC Suite