

Berlin, 10243, DE
+49-(0) 1575 880 3534
adi.gutte12@gmail.com



Adi Gottlieb | UX/UI Designer based in Berlin

Portfolio adigottlieb.com



linkedin.com/in/adi-gottlieb



/Adig87

ABOUT ME

Creative and user-focused UX/UI Designer with a strong background in graphic design and eCommerce. Proven track record of enhancing user experience and driving sales growth through user research, wireframing, prototyping, and impactful visual storytelling. Fluent in English, Hebrew, and advanced German, with experience designing for international markets.

CORE SKILLS

UX RESEARCH

- User Research
- Wireframing
- Prototyping
- Usability Testing
- Design Thinking

Tools

- Figma
- Adobe CC
- Affinity
- Framer
- InVision
- GitHub
- Miro
- M. Word
- M. PowerPoint
- Keynote
- VSCode
- HTML+CSS

Visual Design

- Brand Identity
- Illustration
- Packaging Design
- Interaction Design

EXPERIENCE

Asgoodasnew electronics – Senior Graphic Designer (Freelancer)

Berlin, DE | Oct 2024 – Feb 2025

- Developed visuals for marketing, product listings, and social media.
- Elevated brand visibility and consistency across digital touchpoints.
- Produced high-quality product imagery, enhancing perceived value.

Warnke Marketing Services GmbH – Visual Designer & Online Shop Manager

Köln, DE | Jan 2021 – Apr 2024

- Managed 1,200+ SKUs across 5 supplement brands.
- Increased sales by 25% through UX improvements and paid campaigns.
- Conducted user research and implemented design optimizations, improving satisfaction by 30%.
- Designed packaging, boosting brand recognition by 50%.
- Led end-to-end UI/UX design, from wireframes to prototypes.

Museum for Applied Arts (MAKK) – Guide & Instructor

Köln, DE | Jun 2020 – Mar 2023

- Delivered 50+ design lectures in German and Hebrew.
- Led 10+ recycling workshops for 100+ children, creating 150+ upcycled items.

Readymade UG – Interior Design & Project Coordinator

Köln, DE | Nov 2018 – Aug 2019

- Promoted from intern to project lead within 6 months.
- Designed event sets for 10+ exhibitions including Passagen 2019 (Top 3 Nominee for Best Shop Design).
- Maintained 50+ furniture items using woodworking expertise.

EDUCATION

UX Design Institute, Online – Professional Diploma in UX Design (2024)

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

Sapir College, Israel – Professional Certificate in Industrial Design (2017)

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

LANGUAGES

Hebrew (Native) • English (Fluent) • German (Advanced – B2)