



Adam Gramse

Versatile UX/UI Designer: Leveraging a Generalist Approach to Craft User-Centric Digital Experiences and Solutions from Berlin. Sour-dougher, twin dad.

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WORK EXPERIENCE

2023 - Recently
Senior product designer
ABB E-mobility

As a senior product designer at ABB E-mobility, I researched and designed a platform for the dynamic and emerging domain of commercial fleets and their transition to electric. I:

- Initiated workshops with sales to identify pain-points in sales funnel
- Collaborated with Product and developers to implement designs and improve usability
- Participated in user research with fleet owners to identify pain-points
- Worked with MUI design system component library

2022 - 2023
Senior UX and product designer
Compleet

At Compleet, I researched and learned the HR domain and market, thus enabling me to create innovative and effective designs which were approved by 3 out of 3 customer success stakeholders. I:

- Conducted extensive discovery and user research interviews to map and analyse customer needs
- Coordinated feedback workshops with UX, customer success and product stakeholders
- Created user journeys, low and hifi user-centered designs and click dummies and prototypes
- Helped shape north-star product vision and information architecture
- Exchanged with engineers and developers on best implementation practices and hand-overs

2019 - 2021
Product designer
Finleap.connect

As Product Designer at Finleap.Connect, a financial products provider for online banking, I:

- Worked closely with product and development teams to design and develop various digital products.
- Created mock-ups, click-dummies, and low and high fidelity designs to effectively convey the product vision and user experience to stakeholders.

2017-2019
Product designer
Webtrekk

As Product Designer at Webtrekk, an online analytics platform for online traffic monetization, I:

- Worked closely with product and development teams to design and develop various digital products.
- Defined the very first Webtrekk design system

Before 2017

Online advertising and marketing, presentations, websites, landing pages, motion graphics and banners both as freelance and employee

Main tools

Figma, Figjam,
After Effects,
Photoshop, Illustrator
Chat GPT

Spoken languages

English: Native
Hebrew: Native
German: Adequate

Courses and Education

2021 UXV Masterclass, John Bryce
2012 After Effects Masterclass at Jumpcut
2006-2008 Interaction and Design, Sapir College

Hard skills:

JS/HTML/CSS coding
Wireframing
Design systems
Prototyping
Responsive web design
Video, animation & sound

Soft skills:

Collaboration
Design thinking
Problem solving mindset
Communication
Critical thinking

Red lines & ethics:

Gambling & porn
Profiling, spying & tracking
Facial recognition
Dark patterns
data exploitation



Favourite food
Schnitzel



Family
Married + 2



Favourite band
Steely Dan



Beverage
Helles Bier



Humor
None