

DEVY CYNTHIA ANGGARINI

UX/UI DESIGNER



CONTACT

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Year of Birth
1985

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Portfolio
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INTRODUCTION

I am a Senior Product Designer based in Stuttgart, Germany, with over nine years of diverse experience in creating impactful digital solutions. My journey has taken me through various industries, allowing me to work on a wide range of projects that span web and mobile applications, social media content, video production, and motion graphics, as well as non-digital designs like print materials.

Throughout my career, I've had the privilege of contributing to projects for renowned companies such as **IAV Automotive Engineering (Porsche B2C digital application)**, **car2go**, **Bosch**, and **Porsche**, as well as several leading **creative and marketing agencies**. These experiences have deepened my expertise in **user-centered design**, **mobile-first solutions**, and **cross-platform design strategies**.

Currently, I am a Senior Product Designer at MHP – A Porsche Company , specializing in the development of **innovative web-based SaaS platforms**, including a key system for optimizing digital material flow in intralogistics. My role involves crafting **complex design features**, **conducting in-depth user research**, and **collaborating with cross-functional teams** to deliver solutions that blend functionality and creativity. I also lead **design thinking workshops**, helping teams solve problems and bring ideas to life with a focus on usability and innovation.

I'm a **creative and proactive** team player who thrives on **collaboration and continuous learning**. I'm always eager to **push boundaries and seek out the best possible solutions to design challenges**.

EXPERTISE

- UI/UX Design
- Wireframes + Prototype
- Mobile Design
- Usability Testing
- Design Thinking
- User Research
- Web-based Application Design
- Layout + Navigation
- Design System
- Motion Graphic Design
- Film Production (Pre + Post)
- Branding
- Photography
- Print design
- Social Media Content

EXPERIENCE

2023 – Present

SENIOR PRODUCT DESIGNER | MHP – A PORSCHE COMPANY

- **Design UX/UI concepts for complex data visualizations and workflows**, include:
e.g. wireframes, prototypes, user flows, information architecture.
- **Collaborate with stakeholders and developers** to create and implement **UX/UI designs and specifications**.
- **Lead user research to validate designs and assumptions**, and iterated on designs based on feedback, ensuring seamless integration with development teams for successful implementation.
- **Analyze research insights** to optimize customer and user journeys.
- **Lead design thinking workshops and usability tests** to refine user experiences.
- Developed **user personas** based on interviews.
- Create and maintain **detailed product design documentation**.
- **Manage design system components** for various applications.
- **Lead standardization of local components** for a shared design library.

2018 – 2023

UX/UI DESIGNER | IAV AUTOMOTIVE ENGINEERING (FOR PORSCHE)

- **Developed UX/UI concepts**, include:
e.g. wireframes, prototypes, user flow and design specs for vehicle-related mobile apps (iOS & Android)
(Main focus: e-mobility, charging, remote services, and navigation).
- Created detailed screen flows, wireframes, and high-fidelity prototypes to support **usability testing**.
- **Collaborated with stakeholders across multiple teams** to align design with project goals.
- **Designed and maintained UI assets while managing the design system**, include:
e.g. icons, style guidelines, and motion graphics.
- **Ensured design quality and consistency** through Agile (SAFe) processes.
- **Participated in testing sessions with developers and QA**, focusing on mobile devices, connected vehicles, and charging infrastructure.
- **Managed UX writing and app content** in multiple languages.

2016 – 2018

DIGITAL VISUAL DESIGNER | CAR2GO GMBH

- **Redesigned corporate blog by leading UX/UI design process**, include:
creating wireframes, user flows, high-fidelity prototypes to enhance user engagement and functionality.
- **Developed and implemented responsive e-mail newsletter templates**, ensuring brand consistency.
- **Produced a wide range of multimedia assets for corporate social media contents**, include:
e.g. digital graphic designs, videos (pre-production, production, and post-production), motion graphics, infographics, photography, and digital image editing.

2013 – 2015

GRAPHIC DESIGNER - INTERN | ROBERT BOSCH GMBH

- **Produced a corporate explainer video** for an organizational division, include:
e.g. storyboard creation, animation, and post-production editing of audio and video materials.
- **Created simplified infographic designs** for complex content.
- **Designed a range of corporate marketing materials**, include:
(e.g. brochures, posters, training resources, and custom icons).
- **Developing trade fair collateral** and assisting with event organization.

...Experience from the page 02

03/2013 – 07/2013

GRAPHIC DESIGNER - INTERN | NOVADEX GMBH

- Produced a corporate explainer video for trade fair presence, include:
e.g. storyboard creation, animation, and post-production editing of audio and video materials.
- Developed and designed logos and advertising materials.
- Design and developing trade fair collateral and assisting with event organization.

03/2013 – 07/2013

GRAPHIC DESIGNER - INTERN | COSMOTO DESIGN AGENCY

- Design marketing materials for trade fair presence, include:
e.g. print design for flyers.
- Developed and designed various visual graphic design, include:
e.g. icons, diagrams and charts
- Participated in conceptual and ideation of iPad game design

EDUCATION

2013 – 2015

MASTER OF ARTS

ELECTRONIC MEDIA – MAJOR IN AUDIOVISUAL MEDIA

Stuttgart Media University (HdM), Germany

2003 – 2007

BACHELOR OF ARTS

COMMUNICATION STUDY – MAJOR IN ADVERTISING

The London School of Public Relations Jakarta, Indonesia

LANGUAGES



Indonesian
Native



German
Advanced Level



English
Advanced Level

SOFTWARE SKILLS

Figma



Adobe XD



Sketch



Abstract



Jira/Confluence



Photoshop



After Effects



Illustrator



InDesign



Premiere Pro



PhraseApp



Office



Miro



Lottie



Lightroom

