KEVIN PHILIPP KOCH – UX/UI Designer

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PROFESSIONAL EXPERIENCE

UX/UI Designer
eeszy GmbH (esz AG calibration & metrology) | Feb 2025–Present

- **End-to-End UX/UI & Branding:** Designed the company logo and created workflow interfaces for calibration and testing software – from initial wireframes to interactive prototypes → intuitive navigation and optimized workflows for all user groups
- **Design System:** Built an accessible UI kit in Figma – modular components, clear color and typography guidelines → ~70% faster feature development and consistent user experience
- **Stakeholder & Dev Collaboration:** Closely coordinated with stakeholders, product manager, software architect, and developers → ensured seamless UX integration, developer handoff, and transition from prototype to implementation

UX/UI Designer
esz AG calibration & metrology | Oct 2024–Feb 2025

- **Design System & Style Guides:** Developed a Figma-based design system with color, typography, and component guidelines → ~25% faster feature implementation, consistent visual language across modules
- **Timeline & UI Optimization:** Designed an interactive job timeline with status icons and color-coding → real-time status visibility, ~15% faster search, ~30% fewer support requests, increased user satisfaction
- **User Testing:** Conducted scenario-based and think-aloud testing → resolved 12+ usability issues, 80% of test users rated the new UI (incl. additional core features) as significantly more intuitive

IT Support Specialist with UX/UI Focus
esz AG calibration & metrology | Aug 2023–Oct 2024

- **UX Research & Usability Optimization:** Conducted 15 contextual interviews and customer journey mapping across all logistics roles → restructured navigation and workflows, revised 30+ UI elements → onboarding time reduced by ~20%
- **UI Simplification & Process Optimization:** Designed a minimalist interface with context-sensitive menus and validations (duplicate blocker, POS validation) → reduced clicks/steps by ~30% and error rate by ~15–18%
- **Usability Testing & Validation:** Applied think-aloud protocols, cognitive walkthroughs, and post-interaction surveys → reduced processing time per task by ~12%, staff reported smoother and more error-free operations

UX/UI Designer & Frontend Developer
Confidential Company (DeFi Project) | Dec 2022–Apr 2023

- **Brand & Design System Leadership:** Created a platform-wide design system → 100% UI consistency, ~30–40% faster development cycles, >85% reduction in component work
- **Mobile-first Experience & High-Performance Stack:** Designed responsive wireframes and prototypes; implemented with Next.js 13, TypeScript, and Tailwind CSS → +35–45% mobile engagement, ~50–60% faster load times
- **Trading Usability:** Translated wallet integration, multi-chain and margin/leverage functionality into an intuitive UI → enabled direct wallet trading, increased trust and lowered entry barriers

SKILLS

- **UX/UI Design:** Scalable Design Systems, Design System Governance, Atomic Design, Mobile-first & Accessibility, Information Architecture, User & Interaction Flows, Wireframing, Rapid Prototyping, Cross-Platform UI Design
- **Research & Testing:** User Interviews, Think-Aloud Testing, A/B Testing, Customer Journey Mapping
- **Visual & Interaction Design:** Typography, Microinteractions, WCAG Compliance, High-Fidelity Prototyping
- **Tools:** Figma (Auto Layout, Variants, Tokens), FigJam, Miro, Photoshop, Illustrator
- **Tech:** HTML, CSS, SCSS, Tailwind CSS, Bootstrap, GitHub

LANGUAGES

German (native), English (fluent)

CERTIFICATIONS

UX/UI Design – *Coursera/Google (2022)*
UX & UI – *cimdata Bildungsakademie (2022)*

EDUCATION

UX & UI – *cimdata Bildungsakademie | Mar 2022–Jun 2022*
IT Systems Management Assistant – *ALLNET GmbH | 2007–2009*