

Janelle Kusch

UX/UI Designer with a background in project management in the e-learning sector. Skilled at collaborating with international, multidisciplinary teams to find valuable solutions for complex problems. Open-minded and versatile go-getter interested in sustainability and design for good.

Relevant Projects

Website Redesign for a Cattle Sanctuary

Glücksrinder, e.V.

- Led a comprehensive website redesign project for a prominent cattle sanctuary, enhancing online presence and user experience, aiming to create an emotional connection with users and increase support.
- Redesigned the website's information architecture and navigation, simplifying content organization and facilitating intuitive browsing, while ensuring a cohesive design to fit the client's brand identity.
- User testing and feedback sessions to iterate on the redesign, ensuring a user-centric approach and addressing potential pain points effectively.

Website and Branding for Landscaping Company

chaneylandscaping.com

- Designed and developed website using user-centered design principles to create a seamless user experience.
- Conducted user research and testing to gather feedback and iterate on design decisions, effectively showcasing the company's services and boosting customer engagement.

CAN-DO! – A Home Improvement Advice Web App

CareerFoundry UX Design Immersion

- Created and designed an engaging responsive web app connecting homeowners with industry experts.
- Conducted extensive research and usability testing to inform design decisions and ensure an intuitive user journey.

Experience

Freelance UX/Web Designer

kusch.design

Oct 2022 - Current

- Conducting user research and analysis to gain insights into user behavior, preferences, and needs, as well as designing, wireframing, prototyping, testing and iterating effective user interfaces in Figma.
- Close collaboration with clients to ensure that their needs/expectations are met throughout the design process to create visually appealing and functional websites that boost their missions.

Senior Quality Assurance Specialist and Project Manager

SGM Educational Solutions

Jan 2014 - July 2021

- Led a team of five, collaborated with colleagues in remote locations, and ensured the successful completion of multiple projects.
- Researched, conceptualized, managed and produced multiple e-learning projects for companies, EU-funded projects, and higher education.
- Tested features for apps and worked in an agile environment with the product manager, designers and developers to find design solutions.

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Industry Knowledge

UI Design

Design Thinking

Design Systems

User Flows

Wireframing

Interactive Prototyping

Usability Testing

SCRUM

Agile Teams

Tools & Technologies

Figma

Miro

Jira

Confluence

WordPress

Trello

Sketch

Adobe XD

Languages

English — Native

German — Professional Working

Proficiency

Education

Certificate in UX Design

CareerFoundry

850+ hour intensive program specializing in UX Design

Bachelor Degree in Human Performance and Sport

Metropolitan State University of Denver

Volunteer Work

Cutting hair for asylum seekers in Germany — Monthly Basis