



Sini Lenger

Senior Product Designer

Soft skills

Initiative

Organization

Presentation

Team management

Strategic thinking

Creativity

Emotional intelligence

Empathy

Problem solving

Hard skills

Wireframing

User Testing

Branding

CMS

Prototyping

Responsive Design

Design System

UX/UI

User Research

Interaction design

Accessibility



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Profile

Creativity has been my passion since childhood—I spent hours drawing, both traditionally and digitally, and even led a comic drawing course in school. This love for design led me to study Graphic Design and Visual Communication at HMKW, where I gained a broad skill set, from typography and layout to UX/UI and motion design. With over seven years of experience, I've worked in startups and agencies, leading teams, optimizing processes, and shaping brand identities. Most recently, as a UX/UI Team Lead in B2B e-commerce, I focused on design systems, user testing, and feature development. Now, I'm eager for a new challenge where I can contribute my expertise, grow, and create meaningful experiences!

Experience

2024 – 2025

igefa E-Commerce
Startup
Berlin

UX/UI Designer

As the connection between all teams along the customer journey, I pushed forward the development of the online store using the Scrum model. I was in charge of the design team and worked closely with the development team to design and implement new features in refinements.

2021 – 2024

WEVENTURE
Marketing Agency
Berlin

Art Director

As part of the creation team, I was primarily responsible for the management and implementation of various website relaunch projects.

2019 – 2021

writeaguide
SaaS Startup
Berlin

Head of Communication

In collaboration with the development team, I have continuously developed the platform through optimizations and new functionalities.

Education

2017 – 2021

HMKW
Studies
Berlin

Bachelor of Arts in Graphic Design and Visual Communication

My studies covered a wide range of design disciplines, including colour theory, typography, layout, photography, motion design and much more. My passion for UX/UI design crystallised during my mandatory internship.

Languages

German

Native

English

Fluent