

Bio

Larissa Lang



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I am a proactive & analytical UX designer with a unique combination of user research and frontend development skills.

Originally from Germany, I have recently finished a Master in Web Communication Design in Denmark. I have now settled in Stockholm and am eager to take on new challenges.

Education

M.Sc. Information Technology (IT) – Web Communication Design
Syddansk Universitet, Kolding, Denmark / 2021 to 2023

Thesis: Designing to support user agency.

I explored how design mechanisms on Instagram support and undermine user control (⇒ [Read the full study](#)).

B.A. Graphic Design and Communication (ERASMUS)
Linköpings Universitet, Norrköping, Sweden / 2016 to 2017

B.A. Advertising and Market Communication
Hochschule der Medien, Stuttgart, Germany / 2014 to 2019

Skills & tools

- » Figma, Adobe CC, Sketch, and Miro.
- » HTML and CSS/SASS | Bootstrap
- » Wireframes, mockups and low- to high-fidelity prototypes.
- » Qualitative and quantitative research.
- » Mapping user behavior, developing user flows & user journeys.
- » Facilitating workshops, e.g. Design Thinking, Participatory Design
- » Formulating acceptance criteria.
- » Accessible design (semantic HTML, WCAG 2.1 guidelines).
- » Empathy & agile collaboration.
- » Analytical & strategic thinking.

Languages

German, Native
English, Fluent
Swedish, Conversational

Work experience

Interaction and User Experience (UX) Designer

Freelance / 01.2014 to present

- » UX research and usability tests at klimatkollen.se
- » Self-taught front-end programming informs my decisions.

User Experience (UX) Designer

scitis.io GmbH, Stuttgart, Germany / 01.2021 to 10.2021

- » User flows, mockups and clickable prototypes (high- to low-fidelity) for different user groups of an Industrial IoT platform.
- » Working in sprints within an international scrum team.
- » Creating the company's brand styleguide and visuals for pitch decks.

Project Manager Communications and Innovation Programs

bwcon GmbH, Stuttgart, Germany / 03.2019 to 04.2020

- » Main project: Design Thinking process for a new website for the Baden-Württemberg ministry of Economic Affairs. Conducting and evaluating user interviews. I developed a clickable website prototype and a design specification document.
- » Conceptualizing and (co-)facilitating workshops.
- » Realizing project-specific websites (Wordpress / TYPO3) by creating user flows & wireframes, implementing content and running user tests.

Founder / Social startup 'helpmate'

Generator Startup Center, Stuttgart, Germany / 03.2017 to 02.2018

- » Developing and validating the business model with two fellow students.
Main responsibilities: user research and design.

Spare time = time for...

- » programming my own homepage.
- » playing volleyball.
- » knitting and baking bread.