



Contact

📍 Berlin
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🌐 [Linkedin](#)
🔗 [Portfolio](#)

Education

2022

UX/UI Design

Certificate

Ironhack Berlin

2010

Digital & Graphic Design

Higher VET

CEINPRO Donostia- S. Sebastian

2007

Polymer Engineering

Bachelor of Science Degree

London Metropolitan University

Languages

Spanish: Native

German: Fluent (C1-TELC Deutsch)

English: Fluent (C1)

Basque: Native

Asier Mallaviabarrena Olea

UX/UI | Design Systems | Early-Stage Startups

UX/UI Designer with experience shaping **early-stage digital products** from **concept to launch**.

Skilled at **working directly with founders, product, and engineering** to define **product vision**, design end-to-end experiences, and build scalable design systems.

Background spans branding, web platforms, SaaS-like dashboards, and mobile apps, with a strong focus on **simplifying complexity** into clean, user-friendly solutions.

Fluent in English and German (C1).

Experience

● **Apr 2023 - Aug 2025**

Bonn

Klimadelegation e.V & Fridays For Future Bonn

UX/UI Designer (Freelance)

- **Redesigned and rebuilt Bedexchange from scratch**, transforming it into a scalable platform connecting hosts and climate activists.
- **Designed the product end-to-end**, from information architecture and user flows to high-fidelity UI.
- **Built a new modular design system** to ensure scalability and cross-team collaboration.
- **Conducted interviews, usability tests, and data evaluation.**
- **Collaborated with stakeholders, developers, and marketing teams** to align design with user and business needs.
- **Outcome:** +10% website retention ; 96% user satisfaction ; Registration time reduced to under 1 minute

● **Sep 2022 - Sep 2023**

Berlin

SOFI Sports Community Plattform

UX/UI Designer

- **Worked directly with founders and engineers in an early-stage setup**, helping shape product vision while leading UX/UI design.
- **Built a scalable design system from scratch**, ensuring consistency across product and marketing.
- **Designed user flows, wireframes, and interactive prototypes in Figma** for early validation with users and PMs.
- **Conducted user interviews, usability tests, and feedback analysis** to identify friction points, which were resolved to streamline interactions.
- Simplified **multi-stakeholder workflows with dynamics similar to B2B SaaS products.**
- **Outcome:** Successful MVP validation and input for product roadmap.

Tools

Creative

Figma
FigJam
Affinity Publisher 2
Affinity Designer 2
Affinity Photo 2
Adobe Photoshop
Adobe Illustrator
Adobe InDesign

Project Management

Trello
Notion
Confluence
Kanban
Google Docs
Jira
Slack
Zoom / Google Meet

Development

GitLab
Figma (Dev Mode)
Visual Studio Code
Vue.js
Nuxt.js
Tailwind CSS

Analytics

Umami Analytics

No-code website builder

Wix

● Jul 2022

SkinTheory App
UX/UI Designer

Berlin

- **Conducted UX research** to align app features with user needs and market trends.
- Designed and prototyped new iOS features **in Figma**.
- **Developed flows and visuals** aligned with both product and marketing strategies for launch campaigns.
- **Outcome:** 56% increase in active user retention.

● Sep 2017 - Dec 2021

TechN GmbH
Industrial Designer

Berlin

- Worked in a **B2B hardware environment**, designing physical products and prototypes under strict technical and production constraints.
- Collaborated with engineers and manufacturing teams in **agile workflows** to ensure feasibility and quality delivery.
- Managed a team of two CAD designers and took on **partial project management responsibilities**.
- **Worked in a high-pressure, high-responsibility environment**, where meeting tight deadlines and delivering quality results were critical.
- Developed a **structured, iterative approach to problem-solving**, now applied to scalable digital product design.

Skills

- **UX & Product Design**
End-to-End Product Design · Design Systems · Information Architecture · Wireframing · Prototyping · Responsive UI · Accessibility · Interaction Design · Usability Testing · UX Writing
- **UX Research & Testing**
User Interviews · Usability Testing · Persona Creation · Journey Mapping · Remote Testing Tools (Umami Analytics)
- **Collaboration**
Agile Mindset · Team Communication · Developer Handoff · Stakeholder Management
- **Learning & Exploration**
ChatGPT for UX Writing & Content · Figma AI Plugins · Automated Asset Generation