

Anna Saar

UI & Design Systems Designer

Scalable interfaces & brand-led digital products

Munich, Germany

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SUMMARY

UI & Design Systems Designer with 8+ years of experience across product, brand, and digital design. Specialized in building scalable interfaces and structured design systems that connect brand and product across web, mobile, and multi-platform environments. Combines visual design, systems thinking, and front-end understanding to create consistent, maintainable, and high-quality digital experiences. Works closely with developers and stakeholders to translate concepts into scalable, production-ready systems.

WORK EXPERIENCE

Freelance UI & Brand Designer

Munich · 2024–Present

- Developed visual identities and websites, including typography, color systems, and structured layouts
- Defined structured UI approaches and scalable design patterns across projects
- Translated design concepts into production-ready interfaces using WordPress, HTML, CSS, and JavaScript
- Developed scalable branding systems for international projects (e.g. GRVL Series)
- Collaborated with clients and studios on UI, branding, and digital product development
- Integrated AI-assisted workflows (Claude + Figma + front-end prototyping) to accelerate design iteration and implementation

Head of Design & Art Director

Ampler Bikes · Berlin / Tallinn · 2022–2023

- Led a multidisciplinary design team across product, brand, and marketing
- Built and implemented a multi-platform design system across web, mobile app, and on-bike interface
- Defined and evolved brand identity including typography, color system, and visual guidelines
- Aligned design and engineering through structured workflows, improving consistency and scalability
- Improved e-commerce buying flow and usability across digital platforms
- Oversaw campaigns, digital platforms, and physical touchpoints including retail and packaging

Senior UI & Brand Designer

Ampler Bikes · Berlin · 2020–2022

- Designed user interfaces for e-commerce platform and mobile app
- Contributed to the foundation of the design system and component-based UI structure
- Created visual assets for campaigns, digital platforms, and product communication
- Collaborated closely with developers to ensure implementation quality

UI & Graphic Designer

Solution360 · Berlin · 2019–2020

- Designed and optimized 5+ e-commerce platforms on Shopware and Shopify
- Improved e-commerce buying flow, contributing to higher usability and conversion
- Collaborated with marketing and development teams to align design with business goals
- Contributed to front-end implementation and technical feasibility

UI & Graphic Designer

Heimann + Schwantes · Berlin · 2017–2018

- Designed digital and editorial experiences across web applications and cultural platforms
- Created UI for the Heartfield Online web app, focusing on usability and structured content access
- Developed interactive web experiences including custom scroll-based animations
- Delivered print and digital design for cultural institutions and architectural studios
- Managed pre-production and coordinated with printers

EDUCATION

Certificate: UX/UI Design

Supercode · Düsseldorf · 2024

Certificate: Front-End Development

Business Trends Academy · Berlin · 2019

Diploma in Visual Communication (focus on digital and interactive design)

University of Art and Design Offenbach · Offenbach · 2016

SKILLS

Design Systems & Structure

Design Systems · Component Libraries · Design Tokens · Information Architecture

UI & Product Design

User Interface Design · Interaction Design · Responsive Design · Prototyping

Brand & Visual Design

Brand Identity · Typography · Visual Systems · Layout Design

Development & Collaboration

HTML · CSS · JavaScript · WordPress · Design–Development Collaboration

TOOLS

Figma · FigJam · Adobe Creative Suite · Notion · Asana · Google Workspace

LANGUAGES

German (Native)

English (Fluent)