# Hien Köhler

## Senior UI/UX Designer. Empowering businesses through design brilliance

## Work experience

**Freeed** // **Lead Designer** Aug 2022 – Present
- Refined, enhanced and expanded the brand design language for Freeed.
- Improved UI & UX across 20+ product areas, resulting in increased NPS scores and higher community satisfaction.
- Developed templates and optimized automated communication workflows, resulting in a 25% reduction in hours spent on weekly sent emails and operational tasks.

**Luxid Group** // **Senior Designer** May 2022 – Jul 2023
- Created a temporary doormat page during website development.
- Oversaw outsourced marketing website execution for the agency's new brand.
- Established a brand design language implemented across diverse customer-facing touch points, including presentations and social media assets.

**Nokia Phones Ecommerce** // **Senior Designer** Aug 2020 – April 2022
- Designed 20+ modular React components, used to create 40+ product pages for launch announcement over 3 years and counting.
- Designed & launched conversion driven e-commerce platform supporting 80+ markets and 35 languages in 10 months.
- Founded a Figma-based design system, streamlined design process allowing the team to focus more on visual storytelling and reduced technical debt.

**HMD Global** // **UI & UX Designer** Mar 2019 – Jul 2020
- Introduced a brand design language that extended to various customer contacts, encompassing both email and printables.
- Designed & launched an informative marketing website; fully customisable through Contentful headless CMS; while adhering to WCAG guidelines.
- Delivered user-friendly HMD Connect web and mobile apps from scratch in just 4 months, despite complex information flow and architecture, for rapid product market fit testing.

**Amadeus** // **Web Designer** Mar 2018 – Feb 2019
- Designed & documented 60+ AEM components, enabling migration of 1000+ legacy webpages across 8+ domains, transforming the brand's outdated web experience.
- Crafted UI assets and built pages for the brand's 30+ year digital footprint.
- Constructed a closed design system and guidelines, promoting best design practices and speeding up high-quality webpage development.

**Parkman** // **Visual Designer** Aug 2017 – Feb 2018
Designed & released features enhancing the paying for parking experience across web, iOS, and Android applications, serving consumers, parking garages, and valet services.

**Px8** // **Art Director Assistant** Sep 2016 – May 2017
Prototyped the blockchain based Soma mobile app, generating over €10,000 in agency revenue.

## Education

**Haaga-Helia** // **BBA, International Business** 2013 – 2017

Specialisation: Global Customer Relationship Management & Communications

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## Hard

Visual identity & branding
Art direction & photography
Illustration
Product design & strategy
User flows & journey mapping
Strategy & vision presentation
Wireframes & prototyping
Information architecture
Documentation & design QA
Design system
Competitor analysis
User research & testing
Usability & A/B testing
Data analysis
Marketing & social media strategy

## Soft

Sense of humour
Curiosity
Articulate communications
Cultural & emotional Intelligence
Strategic time allocation
Systematic planning & organisation
Independence
Adaptability

## Tool stack

Figma & Sketch
Principle, Invision
Adobe Creative Suite
Procreate
Webflow, Framer
Html & CSS
Obsidian, Notion
Hotjar, Mixpanel, Grafana, Google Analytics

## Language

Vietnamese (Native)
English (Fluent)
Finnish (Intermediate)
Swedish (Elementary)