



Julia Reitz

LEAD UX/UI DESIGNER

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GERMAN & ENGLISH

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SEP 2023 - PRESENT

LEAD UX/UI DESIGNER

AXA AG GERMANY

- Led and mentored a small team of designers, providing guidance and supporting them in developing their skills.
- Established UX as a core discipline in AXA's B2B systems, driving adoption of user-centered design across product teams.
- Introduced hypothesis-driven design processes within AXA's software development lifecycle, promoting data-informed decision-making and continuous iteration.
- Development of a UX strategy for the redesign of AXA's CRM system, improving usability, efficiency, and user satisfaction while aligning with business objectives.
- Conducted design workshops and user testing sessions to gather insights, validate design solutions, and ensure alignment with user needs and expectations.
- Developed, established, and maintained a comprehensive, accessible design system to ensure consistent and scalable design across platforms.
- Collaborated closely with product managers, developers, and stakeholders to drive design strategy and ensure seamless product delivery.

APR 2020 - SEP 2023

SELF-EMPLOYED UX/UI DESIGNER/RESEARCHER

VARIOUS CONTRACTS

- Clients include Deutsche Bank, Postbank, Fyrt, and Norisbank
 - Contracted as Lead UI Designer across multiple major banking brands, delivering cohesive design solutions within complex financial ecosystems
 - Led and mentored a small UI team over a three-year period, focusing on building and scaling a comprehensive design system
 - Acted as a key connector between UX and UI disciplines, fostering collaboration and ensuring design consistency from research through to delivery

OCT 2016 - APR 2020

SENIOR EXPERIENCE DESIGNER

MOO PRINT

- Part of a variety of agile product teams (Business Platform (B2B), Ecommerce/Top Funnel Experience, Checkout/Account)
- Close working relationship with back- and frontend engineers, as well as product owners
- Organisation of stakeholder and client workshops
- Applying a variety of user research methods to inform and validate solutions
- Creation of wireframes, user flows, prototypes and full UI solutions
- Iterative design process
- Creation and maintenance of the internal UI styleguide

EXPERIENCE CONT.

LEAD UX/UI DESIGNER

MASS1

APR 2014 - OCT 2016

WEB- AND GRAPHIC DESIGNER

FLYING GADGETS

AUG 2013 - MAR 2014

GRAPHIC DESIGN INTERN

KREATIV KONZEPT

NOV 2011 - MAR 2012

EDUCATION

PSYCHOLOGY, BACHELOR OF SCIENCE

UNIVERSITY OF COLOGNE

OCT 2018 - MAR 2025

GRAPHIC DESIGN, BACHELOR OF ARTS

MIDDLESEX UNIVERSITY LONDON

SEP 2012 - SEP 2013

COMMUNICATION DESIGN

KÖLNER DESIGN AKADEMIE

OCT 2009 - JUL 2012

ABITUR

MAXIMILIAN-KOLBE-GYMNASIUM

SEP 2000 - APR 2009

SKILLS

- Adobe PS/ID/AI/XD
- Confluence
- Data-driven approach
- Design Systems
- Design Thinking Workshops
- Design sprints
- Figma
- Google Analytics
- Inclusive Design
- Jira
- Job stories
- Maze
- Miro
- Notion
- Office
- Personas
- Prototypes
- Sketch
- Stakeholder management
- Surveys
- (Un)moderated research
- Usability testing
- UserTesting
- User stories
- WCAG
- Wireframes