



# Julia Pühl

UX/UI Designer with strong technical background

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## Profile

UX/UI Designer with a background in frontend development, focused on creating intuitive digital experiences through user research, prototyping, and iterative design.

### UX & Design

Interaction Design



Prototyping (Figma)



User Research (Surveys)



User Flows & Architecture



### Frontend & Tech

HTML/CSS (Responsive Design)



Javascript, React, gsap, d3



Wordpress, PHP



Figma, Canva, Adobe Creative Cloud



APIs



Claude Code



Git



## Work Experience

### Web and Marketing Manager

11/2025 - now

*Uetligym GmbH, Zürich*

Managing and creating website UX and frontend content to improve user engagement.

### E-Commerce Developer

08/2025 - 09/2025

*ofinto ag, Zürich*

Improved user data flows by setting up connections across APIs to integrate them into the existing webshop for a seamless user experience; tracked user behavior to inform web design decisions.

### Web/ UX Developer

12/2023 - 07/2025

*Medienstürmer GbR, Munich*

- Built responsive frontend interfaces in Figma and implemented them using JavaScript, Vue.js, and PHP for e-commerce platforms, improving usability and performance.
- Connected and managed user databases and payment provider (Stripe, Billwerk).
- Set up testing environments to ensure stable and consistent user experiences.

### Working Student - UX/ App Developer

09/2022 - 05/2023

*Traindoo, Munich*

- Designed and implemented a feature for automated training plan generation using React.
- Conducted user research with fitness trainers to understand workflows and pain points.
- Developed interaction concepts balancing automation with user control and iterated prototypes based on user feedback.

### Working Student - App Developer

05/2021 - 04/2022

*DIGITALL Nature Germany GmbH, Munich*

- Developed an iOS app to support personalized user communication; designed UX concepts for push notifications within the customer journey.
- Collaborated on improving user engagement through mobile interactions.

## Education

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### M.Sc. Human Computer Interaction

04/2020 - 08/2023

*Ludwig-Maximilians-University Munich*

Focus on UX design, frontend applications, and user-centered systems, but also classic computer science topics  
Master's thesis: Automation supporting Sports Trainers

### Exchange semester - M.Sc. Computer Science

02/2022 - 06/2022

*Università della Svizzera italiana, Lugano*

### Aufbaustudium Informatik

10/2018 - 04/2020

*Technical University of Munich*

Follow-up program to deepen and apply knowledge in Computer Science; Specialization: Databases  
Thesis: App Development for Marketing Automation

### B.Sc. Creative Technology

09/2015 - 08/2018

*University of Twente, Enschede Netherlands*

Creative Technology combines the basics of computer science and electrical engineering and conveys skills in rapid prototyping and generating creative solutions.  
Bachelor's thesis: Developing a Life Storybook Application

## Projects

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### Training Plan Automation - GitHub

2023

Feature that automatically generates training plans to support fitness trainers in creating personalized training plans; Conducted user research with 48 participants; Developed interaction concepts balancing automation and user control

### Marketing Automation App

2023

Implemented an iOS app to test mobile UX for personalized push notifications; Defined user flows and use cases for customer engagement via push notifications vs. email notifications

### Covid and Health - GitHub

2021

Interactive visualization to show statistical health impacts during a covid infection depending on external health factors - implemented using React.js

### Studimotion - GitHub

2021

Educational app detecting students' face expression and adapting the learn content to prevent over- or under-challenge

## Extracurricular activities

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### Tutor | [www.lern-fair.de](http://www.lern-fair.de)

06/2020 - 09/2021

Teaching math online once a week via Zoom

### Student Assistant | Technische Universität München

05/2020 - 09/2021

Redesigning lecture material and implementing activities in Moodle for students

### Student Assistant | University of Twente

11/2016 - 05/2018

Answering students' questions during tutorials and correcting assignments