



Julia Pühl

UX/UI Designer with strong technical background

✉ jcpuehl@gmail.com · [in juliapuehl](#) · [globe juliapuehl.com](#)

📍 Zürich, Switzerland · 📞 +49 176 20803523

Profile

Combining my creativity, technical expertise and empathy to design digital experiences that are individual, inclusive and intuitive. Skilled in rapid prototyping and design thinking methods

UX & Design

- Interaction Design
- Prototyping (Figma)
- User Research (Surveys)
- User Flows & Architecture

Frontend & Tech

- HTML/CSS (Responsive Design)
- Javascript, React, d3
- Wordpress, PHP
- Figma, Adobe Creative Cloud
- Claude Code
- Version Control, APIs

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

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

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

Tutor | 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