



Julia Pühl

Web Developer, UX/ AI Engineer

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Profile

Combining my creativity, technical expertise and empathy to develop web and app solutions that are inclusive, intuitive and innovative. Experienced in rapid prototyping, design thinking methods and interdisciplinary collaboration.

UX & Design

- Interaction Design
- User Research (Persona, Interviews)
- Prototyping (Figma)
- Usability Testing

Frontend & Tech

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

Work Experience

Web and Marketing Manager

11/2025 - now

Uetligym GmbH, Zürich

Designing and implementing landing pages, frontend features and web/ social media content based on user needs.

E-Commerce Developer

08/2025 - 09/2025

ofinto ag, Zürich

Improved data flows by integrating APIs across multiple business systems by building connectors in Powerautomate; analysed user behaviour and implemented tracking scripts to support data-driven UX improvements.

Web Developer & Designer

12/2023 - 07/2025

Medienstürmer GbR, Munich

- Designed responsive websites/ -shops in Figma and implemented them using JavaScript, Wordpress and PHP, in close collaboration with designers, developers and customers
- Connecting and managing user databases and payment provider (Stripe, Billwerk)
- Setting up deployment pipelines (Staging/ Live instances) and test environments using Docker

Working Student App Developer

09/2022 - 05/2023

Traindoo, Munich

- Identified user needs through interviews with fitness trainers and user analysis
- Designed interaction concepts and prototypes for an automated planning feature
- Iterated concepts based on user feedback and usability findings
- Implemented automated app feature using React

Working Student App/ UX Engineer

05/2021 - 04/2022

DIGITALL Nature Germany GmbH, Munich

- Designed UX concepts for an iOS app throughout the customer journey. Conducted user studies on how to support personalized user communication
- Collaborated on improving user engagement through mobile interactions

Education

M.Sc. Human Computer Interaction

04/2020 - 08/2023

Ludwig-Maximilians-University Munich

Master program including classic elements from computer science with a focus on the development of frontend applications and their impact on users

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

HYROX Tracker - Implementation | Figma | Prototype

2023

Web App tracking the time of each HYROX exercise throughout a competition for multiple participants simultaneously

Automated Generation of Training Plans - GitHub | Figma

2023

Feature that automatically generates training plans based on existing training data for the Traindoo App, an app that supports fitness trainer - implemented in Typescript

Covid and Health - Implementation | 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 accordingly to prevent over- or under-challenge - implemented using a Tensorflow model and Python

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

Supporting online teaching by implementing activities in Moodle for students to practice the course material and by redesigning lecture material

Student Assistant | University of Twente

11/2016 - 05/2018

Answering students' questions during tutorials and correcting assignments