



Flora Fischbacher

Product Designer | UX/UI Designer

Contact

Email
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Phone
970-213-4662

Location
Fort Collins, United States

Socials

Dribbble
@FloraElisabeth

LinkedIn
flora-fischbacher-4a7a93a7/

Languages

English
Native

German
Native

Spanish
Basics

Tool Stack

Figma
UI design & prototyping

Sketch
UI design

Maze
Product testing

Miro & FigJam
Team collaboration & simple wireframing

Atlassian (Confluence & Jira)
Collaboration & documentation

Adobe Creative Cloud
Graphic design

Experience

Product Designer
Pop Acta

February 2024 - Present
Fort Collins, Colorado, USA

Lead Product Designer for Pop Acta's internal products. Designed and shipped a task board for the Email Brokerage team, incorporating user research and usability test findings.

Currently conducting benchmarking and user research to design an in-house ESP solution.

Product Designer
Usersnap

May 2022 - Nov 2023
Vienna, Austria / Remote

Led all UX/UI Design activities for Usersnap's product and website. Collaborated with Product Managers, Growth Marketers, and Engineers from feature conception to implementation.

Redesigned the feedback menu creation user flow, resulting in a 13% increase in feedback menus created and fewer customer support interactions.

UX/UI Designer
A1 Telekom

Jan 2022 - May 2022
Vienna, Austria

Led UX/UI Design activities for the B2B Enterprise part of the website and online store. Conducted bi-weekly usability tests with customers.

UX/UI Designer & Website Administrator
ecosio

Oct 2018 - Jun 2021
Vienna, Austria

Managed administrative and design tasks for the company website.

Collaborated with other UX/UI Designers to redesign the company website for an improved user experience and modernized website. The relaunched website resulted in a 70% increase in conversion rates of sales qualified leads.

Web Designer & Graphic Designer
Freelancer

Jun 2017 - Jun 2021
Vienna, Austria / Remote

Helped clients (re)launch their company's online presence by providing a complete (re)branding of their company. Created brand strategies, impactful websites, social media assets and graphic design assets.

Skills

Design

Development

UX/UI Design | Product Design | Graphic Design

Svelte | Wordpress | Webflow

Design Systems | UX Research

Bootstrap | TailwindCSS

Wireframing | Prototyping | Design Thinking

HTML | CSS | JS

Certifications

Talent Garden
UX Design Fundamentals
Sep 2021
[Certificate of completion](#)

Udemy
User Experience Design Fundamentals
Oct 2021
[Certificate of completion](#)

Featured Projects

[Redesign existing feature & user flow](#)
Simplifying feedback menu creation
Refining the feedback menu creation process at Usersnap.
florafischbacher.com/usersnap

[New feature design](#)
User List
Designed the User List feature to improve the workflow of customers.
<https://florafischbacher.com/user-list>