



UX/UI DESIGNER

Versatile UX/UI designer with a Master's in User Experience Design and a Bachelor's in Applied Media/Digital Design. Part-time working as Chief Design Officer at Vera, overseeing UI and visual branding, and contributing expertise as a UX/UI Designer. Seasoned freelancer in UX/UI design and prior management experience at Voltimum GmbH, specializing in global campaigns and website design.



PASCAL ULRICH

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PROFESSIONAL EXPERIENCE

CHIEF DESIGN OFFICER

Psychometrica – Nov. 2021 - Now

As Psychometrica Chief of Design and co-founder, I am the main person responsible for the user interface and visual branding.

FREELANCE UX/UI DESIGNER

Jun. 2020 - Now

I am working on different graphic design jobs but mainly focused on UX/UI Design for web and mobile.

MANAGER GRAPHIC AND WEB DESIGN

Voltimum GmbH – Jan. 2016 – May 2019 - Heidelberg, Germany

At Voltimum, I was responsible for all graphical tasks working on new website features together with the development team and creating videos in an internationally operating company. Working with big brands and creating international campaigns.

EDUCATION

MASTER IN USER EXPERIENCE DESIGN

Oct. 2019 – Jun. 2020 - Barcelona, Spain

I studied at Barcelona Technology School (UB). I learned how to follow the UX process to develop new products and services.

BACHELOR OF ARTS – DIGITAL DESIGN

Oct. 2012 – Sep. 2015 - Stuttgart, Germany

I studied at the University of Applied Sciences Mittweida with a design-focused curriculum.

TOOLS

Figma
Photoshop
Illustrator
InDesign
Premiere Pro
After Effects

HTML
CSS

LANGUAGES

German (native)
English (fluent)
Spanish (A2)