Pascal Ulrich
UX/UI Designer

I am a versatile UX/UI Designer with over eight years of experience in digital product design. My expertise covers UX/UI Design for web and mobile applications, as well as web and app development for both iOS and Android. I am passionate about new and innovative technologies and enjoy staying up to date with the latest digital trends. Having worked on international projects, I bring experience collaborating across different cultural backgrounds, which helps me create user-centered designs that resonate globally.

Professional Experience

Freelance UX/UI Designer
June 2020 – Present | Barcelona, Spain

As a freelance UX/UI designer, I specialize in creating user-centered digital experiences for web and mobile platforms. My work involves:
- Designing intuitive and visually appealing user interfaces.
- Conducting UX research to optimize user interactions and workflows.
- Collaborating with developers to ensure seamless implementation of designs.

Co-Founder & Chief Design Officer | Psychometrica
Nov. 2021 – Jan. 2025 | Barcelona, Spain

As the Co-Founder and Chief Design Officer at Psychometrica, I played a pivotal role in shaping the company's digital identity and product design. My responsibilities included:
- Leading the design of the user interface and user experience for digital products.
- Collaborating with engineers, psychologists, and business strategists to create intuitive and effective psychometric tools.
- Overseeing the development of web and mobile applications to ensure a seamless user experience.

Manager of Graphic and Web Design | Voltimum GmbH
Jan. 2016 – May 2019 | Heidelberg, Germany

At Voltimum, a global platform for the electrical industry, I managed the company's digital design efforts, working on international projects with major industry brands. My key responsibilities included:
- Leading the graphic and web design team to create engaging marketing materials.
- Designing and implementing new website features to improve usability and engagement.
- Producing video content and digital assets for global campaigns.
- Collaborating with international teams to ensure brand consistency across multiple markets.

Pascal Ulrich
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Portfolio

www.pascal-ulrich.de

Education

Master's in UX Design
2020 University of Barcelona

Bachelor in Digital Design
2015 Hochschule Mittweida

Skills & Tools

- UX/UI Design (Figma)
- Graphic Design (Adobe CC)
- Frontend Development (HTML, CSS, FlutterFlow)
- Prototyping & Wireframing (Figma)
- App Development (FlutterFlow)
- CMS & Website Builders (WordPress)
- Design Systems & Branding

Languages

German – Native
English – Fluent
Spanish – A2 (Basic)