Sabrina Möllers

**User Experience · Product Design
Psychology · Research · Strategy**

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SabrinaMoellers.com

Profile

Product designer with 7+ years of experience across UX, research, visual design, and strategy. With a background in industrial design and a Master's in Body Psychology underway, I bring systems thinking and psychological insight into how people engage with digital tools. I focus on complex and evolving challenges, particularly in fields like health, education, and digital services, turning unstructured ideas into impactful, user-centered design.

Languages

German · English · French · Spanish

Skills

- **UX & Product Design**

  UX/UI Design · Wireframing & Prototyping · Human-Centered Design · Information Architecture · Accessibility · Service Design

- **Research & Strategy**

  User Research & Testing · Psychology-Informed Design · Content Strategy · Systems Thinking · Product Thinking · Journey Mapping · Stakeholder Insights

- **Communication & Collaboration**

  Design Thinking · Brand Positioning · Storytelling · Workshop Facilitation · Design Sprints · Cross-Functional

Programs

- **Google UX Design Certificate**

  Google, Coursera, 2024–2025

- **EIT Digital Medical Devices Program**

  by EIT Health, University of Luxemburg, IESE Business School Barcelona, July 2025

Education

2024–2025	**Master of Science - Body Psychology** (ongoing) *University of East London, UK*
2016–2020	**Bachelor Industrial Design** *Design Hochschule Pforzheim*
2015	**Industrial Design - 1st Year Btech** *Cape Peninsula University of Technology, SA*
2013	**Print Design & Publishing - 1 Year Certificate** *Academy of Digital Art, Cape Town, SA*

Work Experience

UX & Product Design
Conceptboard, Stuttgart, DE · 2022–2024

- Designed a library of digital templates for enterprise and public sector teams, focusing on clarity, usability, and structure
- Supported **municipal digitalization** through **service-oriented templates** that improved collaboration and workshop planning
- Translated system-level challenges into usable visual tools using journey mapping and stakeholder insights
- Contributed to the **UX and interface design of templates, user-facing features, and in-product content**
- Created visuals that enhanced in-app user experience and product communication across blog, web and marketing

UX & Product Design, Strategy & Communication
Freelance (Clients across different industries) · 2018–Present

- Shifted from visual, brand, and content design into UX and product design, with a deeper focus on **structure, clarity, and usability**
- Led or supported **cross-functional projects from concept to delivery**, collaborating with founders, educators, and experts
- Applied user insights and strategiy thinking to **guide product direction, interaction flows and information architecture**
- Earlier freelance work included visual identities, brand communication, and digital content design (e.g., social media, online courses, newsletters)

Design Strategy
AUDI Design, Ingolstadt, DE · 2018–2020

(Intern → Part-Time Role → Bachelor Thesis)

- Developed a **future mobility concept** turning underused dealership infrastructure into modular urban hubs that enhance the everyday mobility experience
- Conducted **user research, stakeholder interviews, and brand analysis** to inform **service and system-level design** decisions
- Supported ongoing design and strategy projects across presentations, workshops, and internal stakeholder communications
- Completed my thesis with Audi, focusing on **mobility strategy and the emotional experience of the brand**