



# Margarita Fray

UX/UI and Brand Designer

📍 Berlin, Germany

[frayart.de](http://frayart.de)

## Contact

+49 157 35806583

[contact.frayart@gmail.com](mailto:contact.frayart@gmail.com)

[www.linkedin.com/in/](https://www.linkedin.com/in/margaritafray)

[margaritafray](https://www.linkedin.com/in/margaritafray)

## Tools

Figma

Illustrator

Photoshop

Notion

Midjourney

## Skills

Visual design

Prototyping

Animation

Sketching

Typography

Self-management

Analytical thinking

Problem solving

Empathy

## Understanding of

HTML

CSS

## Languages

English - fluent

Russian - native

German - intermediate

## About me

I help with identifying user touchpoints to design beautiful and functional journeys

## Projects

May 2022 - current, [UX/UI Assistance for Jan Stechert](#)  
Helping with ongoing projects, which include responsive web services, a/b tests and design systems.

Oct 2021 - current, [Brand Designer at Quarteera](#)  
Created brand assets, social media & presentation templates, redesigned the website, created identity for Marzahn Pride and continuing design support.

Jul - Sept 2021, [UI Designer at Shell Energy](#)  
Defined the look of the prototype in alignment with brand, expanded the component library. Successfully passed the prototype through the funding gate.

Jul 2021, [Brand Designer for Ruslan Usachev](#)  
Designed stickers for a merch bundle based on the branding created by Art.Lebedev studio.

Jun 2021, [Web Designer at Formel Skin](#)  
Redesigned the website based on the existing style guide.

Jan - May 2021, [UX/UI & Brand Designer at Optiipay](#)  
While working on a FinTech greenfield product, built a UI component library, reimagined the company's look & feel and redesigned the website. The efforts of our team resulted in millions of additional funding.

## What I do well

- build apps and responsive websites
- build and support design systems
- develop brand identities and guidelines
- design logos / flyers / posters / social media posts
- create icons and simple illustrations based on my own sketches
- design merchandize
- make animations in figma
- generate images with midjourney and further enhance them in design software
- work with typography

Sept - Dec 2020, **Junior Visual Designer at expertlead**  
Developed a visual communication language and supported marketing. Worked on the CI style guide and a design system.

Jun - Jul 2020, **UX/UI Design Intern at Nabra**  
While working on a diary of symptoms, conducted research, empathized with the users, ideated the concept, designed and tested the prototype.

2018 — 2020, **Freelance Brand Identity Designer**  
Created hand-drawn logotypes and developed visual identities (as in my logofolio)

2016 — current, **Lettering Artist**  
Working with typography, calligraphy and lettering, launching a clothing line, painting murals.

## Education

2020, **UX/UI Design at Ironhack Bootcamp**

2019-2020, **Type Design course by Lucas de Groot at FHP Potsdam**

2018-2019, **Sketching course by Andrei Kedrin**



### Jan Stechert

Senior User Experience Designer  
**Client**

Margarita does a great job in UX/UI Design. When she has room to work independently, she thinks out of the box and builds up new approaches. I can definitely recommend her creative style and passionate work.

[Read more testimonials](#)