



Margarita Fray

UX/UI and Brand Designer

📍 Berlin, Germany

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[margaritafray](#)

Software

Figma

Illustrator

Photoshop

After Effects

Notion

Midjourney

Skills

Visual design

Prototyping

Animation

Sketching

Typography

Self-management

Problem solving

Empathy

Understanding of

HTML

CSS

Languages

English - fluent

Russian - native

German - intermediate

Projects

Jan 2023 - present, [UX/UI Designer at DMAT](#)

Ecommerce website redesign in the field of digital fashion. Successfully handed over to developers and participated in front-end reviews.

May 2022 - Dec 22, [UX/UI Assistance for Jan Stechert](#)

Assisted with ongoing projects, which included responsive web services, a/b tests and design systems.

Oct 2021 - Dec 2022, [Brand Designer at Quarteera](#)

Created brand assets, social media & presentation templates, redesigned the website, created identity for Marzahn Pride and continued design support.

Jul - Sept 2021, [UI Designer at Shell Energy \(Sonnen\)](#)

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 based on Art.Lebedev branding.

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 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 — present, **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](#)