

SAYLEE KIR

UX/UI Designer UX Engineer

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[Portfolio](#) | [LinkedIn](#) | [Instagram](#) | [Github](#)

Summary

UI Designer & UX Engineer with a Master's in Visual Communication and **4+ years of experience** creating user-centric digital experiences across web and mobile. Specialized in building polished, responsive, interaction-heavy interfaces that drive engagement. Expertise in Visual Storytelling (illustration & motion) and building production-ready systems with Figma, Webflow, Framer, HTML and CSS. Fluent in English; B1 German candidate.

Experience

Moody Monsters (Kuddl), Berlin - Freelance UI Designer & Motion Designer

Feb 2026 - Present

- UI design for a new MVP mobile app, shaping product ideas into polished user flows and **production-ready interface screens**.
- Designed interactive states, micro-interactions, and feedback moments to improve engagement and usability.
- Created **Rive animations** to bring characters and in-app experiences to life, adding personality and motion to the product.
- Produced launch-ready **visual assets** across app marketing and social channels.

Sherds, Berlin - UX Designer (Part-time)

Jan 2026 - Present

- Conducting **UX research** and translating insights into product opportunities, flows, and interface improvements.
- Designed **end-to-end user journeys** that simplified interactions and improved usability across key touchpoints.
- **Collaborating with stakeholders** to prioritize features and align user needs with business goals.
- Contributing to product direction through **wireframes, prototypes, and iterative design improvements**.

Freelance Designer, Worldwide - UI-UX & Graphic Designer

June 2024 - Present

- **Delivered end-to-end UX/UI and motion design solutions** with custom **icon designs** for startups including *OZ Technology* and *Tiny Buds*, enhancing digital presence and brand engagement.
- **Developed complete visual identities** for organizations such as *Garbhangan (NGO)* and *Paper Pursuit (Newsletter)*, including logos, typography, and brand style guides.
- **Created logo designs and brand assets** for *EnZen Therapeutics*, *Tiny Buds*, and *OSA Ayurveda*, ensuring alignment with brand positioning and scalability across platforms.
- **Designed social media assets** (static and video) for *Burma Burma Restaurant*, driving consistent visual branding across digital campaigns.
- **Designed and illustrated custom digital wedding invitations** for multiple clients, creating personalized, user-friendly visual experiences.

Rising Webvibe Solutions, India - UX/UI Designer & Graphic Designer

Oct 2023 - May 2024

- Designed end-to-end digital experiences for **web and mobile products** including *Living Liquidz* and *Tonique*.
- Built and maintained **scalable design systems** to improve consistency, speed, and cross-platform cohesion.
- Created **responsive** websites, dashboards, and conversion-focused interfaces with strong accessibility standards.
- Conducted **UX audits** and identified usability improvements aligned with business and customer goals.
- **Partnered with developers** and content teams to ensure smooth **handoff** and **high-quality implementation**.
- **Mentored junior designers** on design systems, Figma workflows, and responsive UX/UI best practices.

Wednesday Solutions, India - UX/UI Design Intern

Jun 2023 - Sep 2023

- Built a **dynamic Webflow e-commerce template** for small businesses.
- Worked on **design systems, motion design, micro-interactions, and custom icons**.
- Supported cross-functional teams by delivering prototypes and design specs.

Unifynd (U.Labs), India - Graphic & Motion Designer

Jun 2022 - Feb 2023

- Designed brand identities, digital assets, and pitch presentations for clients (Two Brothers, Crest Venture Properties).
- Developed **Atomic UI components** for Two Brothers Website.
- Introduced **motion design and micro-interactions** for digital campaigns.

- Conducted introductory workshops on Motion Design (Adobe After Effects, Lottie) and Figma, enabling teams to adopt new tools and improve design workflows.

Blowfish Digital, India - Graphic & Motion Designer

Sep 2021 - Jun 2022

- Created campaign visuals, menus, social templates, and motion assets for hospitality and retail brands (Grand Hyatt, JW Marriott, The Tangra Project, Barishh, EpisodeOne etc.).
- Ensured consistent application of style guides and branding across platforms.

Education

Beam Institute of Technology, Berlin - UX Engineering

February 2025 - October 2025

Growth School, India - UX Bootcamp

2022-2023

Ecole Intuit Lab, India - PG Diploma, Visual Communication

2019-2021

MGM College of Engineering, India - B.E. Biotechnology

2013-2017

Skills

- **UX/UI Design:** Wireframing, Prototyping, User Flows, Journey Mapping, Accessibility
- **Design Systems:** Component libraries, Tokens, Consistency standards
- **User Research:** Stakeholder Interviews, Competitive Analysis, Usability Testing
- **Tools:** Figma, Adobe XD, Illustrator, Photoshop, After Effects, Webflow, Asana
- **Additional:** Motion Design, Iconography, Branding, HTML/CSS

Languages

- English C1
- German A2-B1

Side Projects

- Currently co-developing a product concept focused on how people save, organize, and revisit their favourite online content. Leading the initial research phase involving both qualitative interviews and quantitative surveys to uncover user behaviours, motivations, and pain points around digital content curation.
- Contributed articles as a Writer on Medium (Bootcamp Publication), sharing insights on UX, design thinking, and creative practices.
- Produced a series of 2D animated videos teaching German vocabulary for the Lovee.Saylee YouTube channel, combining design and education.
- Designed and published a WhatsApp sticker app (DafaqDoodles), creating engaging digital illustrations optimized for mobile use.
- Illustrated and self-published a children's book "Sun, Here We Come!" on Amazon, showcasing end-to-end storytelling, illustration, and publishing skills.
- Recognized as a Featured Artist by Apsara on their official social media platforms, highlighting creative excellence in illustration.
- Facilitated an art and design workshop in collaboration with the Rotaract Club, Thane (India), mentoring participants on creative problem-solving and design fundamentals.