CARLA BEHERENS

UX/UI DESIGNER • INDUSTRIAL DESIGNER

PROFILE

Karlsruhe

carlabeherens@gmail.com

www.linkedin.com/in/carla-beherens

PORTFOLIO

www.carlabeherens.com

SKILLS

UX/UI Design: Figma (wireframing, prototyping, user research), information architecture, usability evaluation

Web & Frontend (basic knowledge): HTML, CSS, JavaScript, WordPress

Content & Marketing: content creation for LinkedIn & blog, SEO-optimized blog articles, newsletter & email marketing, data-driven content optimization, visual content for B2B

Marketing Tools: Zoho CRM, Google Search Console, Canva, Filmora

Adobe Creative Suite: Illustrator, Photoshop, InDesign

3D & Visualization: SolidWorks, Blender, KeyShot, reading technical drawings

STRENGTHS

Strong attention to detail and aesthetic sense

Data-driven decisions (user feedback & metrics)

Bridge between design and marketing

Interdisciplinary collaboration

Independent, solution-oriented way of working

UX/UI designer with a background in industrial design and experience in digital marketing. In my current role, I design new sections and redesign existing ones in a B2B sales software, contribute to the design system and create SEO content. In my own projects, I built a documented design system and co-designed an accessible app for older adults. Based in Karlsruhe.

WORK EXPERIENCE

Qymatix Solutions GmbH | B2B Predictive Sales Software
Karlsruhe, Germany | Part-time

Digital Marketing & UX/UI | Dec 2025 – Present

- Redesign of existing areas and design of new sections of the predictive sales software's user interface in Figma
- Contribution to the UI design system, including decisions on typography and button components
- Close collaboration with the development team on technical implementation
- User research and creation of personas to analyze user needs
- Content for website, blog, LinkedIn and newsletter, including SEO-optimized articles, maintenance in WordPress and email campaigns with Zoho CRM
- AI-assisted content creation with custom prompts and performance analysis with Google Search Console

Digital Marketing & Sales | Sep 2024 – Nov 2025

- Management of content on the website, blog, LinkedIn and online academy, and creation of content on AI, B2B sales and predictive analytics
- Optimization of marketing processes and maintenance of data in the CRM system (Zoho)

Freelance Designer

Brian Giles | Web & Graphic Design Agency
Argentina (Remote) | Nov 2022 – Mar 2023

- Development of 3D models and visualizations for product presentation
- Planning and creation of social media content to strengthen brand presence

Reference: brian@brian-giles.com

Marketing & Design

BehMont Equipamientos Comerciales | Retail & Commercial Equipment
Concordia, Argentina | May 2020 – May 2021

- Design of visual content such as catalogs, banners and promotional materials with Adobe Illustrator and InDesign
- Development of digital marketing strategies for product presentation on online platforms and social media

LANGUAGES

Spanish: native

German: confident written and spoken (telc B2; professional training and daily work in German)

English: fluent

Italian: good

INTERESTS

Travel

Tennis & jogging

Painting & drawing

- Analysis of communication channels to optimize reach and visibility
- Management of social media channels with a consistent brand identity

Reference: behmont.equipamientos@gmail.com

RESEARCH EXPERIENCE

Cientibeca – Research Fellowship for Undergraduate Students

Universidad Nacional del Litoral | Santa Fe, Argentina
Aug 2017 – Dec 2018

- Research project "Santa Fe: A Resilient City": study of urban resilience and its integration into industrial and product design
- Qualitative data collection through interviews
- Presentation of research findings at three academic events, including the Latin American Design Meeting at Universidad de Palermo (Buenos Aires)

PROFESSIONAL TRAINING

Apr 2026 – Sep 2026

UX/UI Design | Mediadesign Hochschule (Evening course)

Focus areas: UX research, wireframing, prototyping, usability

Projects: SeniorCare Plus (responsive app for older users, focus on accessibility) · banda (design system for a foundation)

CERTIFICATIONS

Sep 2026

Figma Master Pack | Espacio UX (online)

Focus areas: Auto Layout, design systems, motion & AI-assisted prototyping

May 2024

Google UX Design (Coursera) | 5 of 7 courses completed

Focus areas: UX design process, UX research & usability testing, wireframing, high-fidelity prototyping in Figma

EDUCATION

Feb 2014 – Nov 2019

Bachelor's degree in Industrial Design
Universidad Nacional del Litoral | Santa Fe, Argentina