



Claudine Mueller

Senior UX/UI Designer

Designing Digital Products, Websites & Brand Experiences

10+ years of experience designing digital products, websites, and brand experiences across Europe and the United States. I combine UX strategy, visual design, and storytelling to create intuitive experiences that connect user needs with business goals and bring ideas to life.

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CORE TOOLS

Figma
Adobe Creative Suite
Sketch
HTML/CSS

ADDITIONAL TOOLS

WordPress
Google Analytics
Miro

EXPERTISE

UX Strategy & Research
User Experience Design
Interface Design
Design Systems
Product Design
Creative Direction
Brand Identity
Prototyping & Testing

SELECTED CLIENTS

Nespresso
Vacheron Constantin
HSBC Private Bank
HYT Swiss Watches
TAG Aviation
German Federal Government
Agencies

EDUCATION

Swiss Federal Diploma in Graphic
Design CFPArts, Geneva
2005–2009

LANGUAGE

French	Native
English	Fluent
German	Fluent
Spanish	Basic

EXPERIENCE

Independent Practice & Professional Development

2017 – Present

Maintained an independent design practice focused on digital products, websites, and brand experiences while taking a planned career break from full-time employment. Continued delivering client projects, developing personal product concepts, and expanding expertise in UX/UI design, product thinking, design systems, and emerging digital tools.

- Delivered branding, web, and UX/UI projects for 10 + startups and small businesses.
- Completed the Google UX Design Professional Certificate, strengthening skills in UX research, interaction design, and user-centered design.
- Built and refined personal product concepts and case studies to stay current with evolving industry standards and technologies.
- Continued developing expertise in Figma, prototyping, design systems, and modern product design workflows.

Lead UX/UI Designer - Sinartis

2014 – 2017 Lausanne, Switzerland

Led UX/UI and visual design projects for international brands including *Nespresso* and *HYT Swiss Watches*, creating B2C websites, onboarding experiences, and premium digital products.

- Designed a six-part onboarding brochure series for *Nespresso*, introducing new customers to the brand through monthly deliveries while evolving the visual direction toward a lighter, more approachable experience that preserved the brand's premium identity.
- Designed *HYT Swiss Watches'* first online presence, transforming the brand's unique fluid-based technology and luxury craftsmanship into a sophisticated digital experience.
- Delivered websites, logos, and marketing assets while ensuring consistency across brand, print, and digital ecosystems.

Interface Designer -]init[AG, Services for the eSociety

2011 – 2014 Berlin, Germany

Designed web and application interfaces for large-scale digital platforms serving public-sector organizations, including several branches of the *German Federal Government Agencies*.

- Collaborated with cross-functional teams to deliver intuitive, scalable digital solutions from concept to launch.
- Navigated complex, multi-stakeholder government environments with strict brand and accessibility standards.
- Simplified complex information architecture to improve citizen discovery on large-scale public sector platforms.

Lead Designer & Desktop Publishing - Colorset

2009 – 2011 Geneva, Switzerland

Delivered branding, print, and visual communication projects for international and luxury brands including *HSBC*, *TAG Aviation*, *Vacheron Constantin*, and *Ambassador Hotel Geneva*.

- Designed and produced branding, print, and marketing collateral for luxury and international brands, ensuring technical accuracy and consistent brand execution.
- Prepared and reviewed CMYK files for premium print output, ensuring technical accuracy, brand consistency, and on-time delivery.