

Filipa Abreu

I want to contribute to designing clear solutions for complex systems and continue developing as a designer. Alongside my working student role at 50Hertz, I'm researching adaptive user interfaces, focusing on how AI enables personalization in UX/UI, first as the topic of my bachelor's thesis and now as a continuation of my master's in generative ai.

Experience

50Hertz – The Nest

UX/UI Designer

Feb 2025 – Currently working here Berlin, Germany

Overview: Work closely with developers to create solutions for repetitive working processes from 0 to MVP in 6 sprints.

Contributed end to end in UX:

- Conducted interviews;
- Created user journeys;
- Organized workshops with stakeholders to find perfect solutions;
- Collaborated with cross-functional team members (designers, engineers, product managers) to validate solutions and ensure usability.)
- Designed user experiences using 50hz design library.

KoRo Handels GmbH

Sales Representative

Oct 2021 - Feb 2023 Berlin, Germany

- Responsible for quality management on the Portuguese online shop; • Managing all Portuguese B2B Customer Relationships: look for new partners;
- Closing sales; track sales cycle;
- Creating and managing content and engagement on social media channels;
- Research and contact potential partners.

Education

MA Generative Design & AI

University of Europe for Applied Sciences

Starting in Feb 2026 - Expected graduation date: Aug 2027

BA UX/UI Design

University of Europe for Applied Sciences

10/2022 - 01/ 2026

Address

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Phone

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Email

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Links

[LinkedIn](#)

[Portfolio](#)

Tools

Figma

Miro

Skills

Stakeholder management Agile Approach

Fast and Iterative Prototyping Collaborative work

Languages

Portuguese: Native

English: Fluent

German: Intermediate (B1)

French: Intermediate (B1)