

# Anna Joy Lueschen

**UX Designer** with a background in international relations and teaching. Experienced in creating positive interactive environments for clients and colleagues with diverse hierarchical levels. Skilled at transforming ideas into visual designs to achieve goals collaboratively.

annajoy.lueschen@gmail.com  
+49 176 7382 5688  
Frankfurt, Germany  
(open to relocation)

<https://www.linkedin.com/in/anna-joy-lueschen>  
<https://www.behance.net/annalueschen>

## PROJECTS

### HomePro

Developed an expert advisory web application for household-projects using the Design Thinking Process for UX framework: BRD, competitive research, user research, user personas, user flows, wireframing, prototyping, usability testing, information architecture

### CourFit

Created a responsive workout web application with emphasis on User Interface design principles: design patterns, visual hierarchy, interactions, typography, imagery & grids

## PROFESSIONAL EXPERIENCE

### Flight Attendant Jan 2015 - Present

Deutsche Lufthansa | Frankfurt, Germany

- Adapt to constantly changing international teams by establishing common goals with clear communication and 360 feedback
- Empathize, foresee and fulfill customers' varying needs to create positive experiences
- Devise and implement fitting solutions when problems arise so that pain points are deescalated

### Ceramic Instructor Oct 2019 - Present

Made by You | Frankfurt, Germany

- Lead new and returning customers to identify appropriate goals and support them with clear guidance
- Ideate custom designs with customers to find solutions that suit their level and goals for successful results

### English Teacher Jan 2011 - Dec 2015

Inlingua Language School | Muenster, Germany

- Performed verbal tests to assess and rank language skills
- Presented material so that students are motivated to comprehend and retain new information improving skills
- Modified communication with clients and colleagues at different hierarchy levels for harmonious dynamics

## EDUCATION

### User Experience (UX) Design Oct 2020 - Aug 2021

CareerFoundry | Frankfurt, Germany

Certificate: UX Design Immersion

Certificate: UI for UX Designers Specialization

- 600+ hours immersive program focusing on UX/UI design processes with mentoring from industry experts

## SKILLS

Emotional and Visual Design

Generative & Evaluative Research

User Interviews

User Personas & Journeys

User Flows

Iterative Wireframing/Prototyping

Usability & Preference Testing

Information Architecture

## TOOLS

Figma

Balsamiq

Marvel

Usability Hub

Affinity Photo

## LANGUAGES

English (native)

German (fluent)

## CERTIFICATIONS

Intercultural Communication

Resiliency

Psychology of Personality

**M.A. National & Transnational Studies** Oct 2012 - Oct 2014

University of Muenster | Muenster, Germany

Immigration, transculturalism, nationalism as cultural phenomena

**B.A. International Relations** Aug 2006 - Aug 2010

Kent State University | Kent, Ohio, USA

Certificate: Teaching English as a Foreign Language

Honors: Magna Cum Laude

## VOLUNTEER ACTIVITIES

**Mentor for Refugees** 2017 - Present

"SOCIUS" Evangelical Regional Association | Frankfurt, Germany

- Completed 80 hours of training in: cultural sensitivity, communication, intercultural relations and understanding discrimination, racism, and culturalization in German society
- Mentor a partner refugee to achieve their educational and assimilation goals
- Participate in monthly supervision sessions with other mentors