

Sophia Müller

Senior Product Designer for **complex B2B SaaS**, integrating AI across the full UX process and building AI-native products of my own
Berlin, Germany · open to relocation

Experience

Senior Product Designer

AUG 2022 - PRESENT

Crazy Egg · Full-time contract (asynchronous)

- One of three designers covering a B2B SaaS product and its marketing site, working closely with my PM and engineers across a fully distributed team.
- Designing landing pages end-to-end and improving UX across the web app, contributing to and extending our design system with reusable components maintained in Figma.
- Currently leading and running **380 usability sessions** across two UX research studies (240 and 140) on our marketing site and a competitive comparison of several competitors, using Claude Code and structured prompting to surface patterns across transcripts and shape findings into **stakeholder reports**, shaping the design changes now in A/B testing.
- Evaluated AI features (**500+ outputs from an AI copy editor** and **70+ from a conversational AI chat**) identifying failure modes and, in collaboration with my PM, defining the quality criteria the team ships against.

Product Designer & Co-Founder

JAN 2022 - DEC 2024

FindAsync (remote)

- Co-founded a niche job platform connecting jobseekers with async remote companies.
- Owned UX and brand end-to-end, led the launch, and drove content and social channels.
- Platform grew to **40k+ monthly visitors** and **8 B2B partnerships**.

Product Designer

JAN - NOV 2022

Freelance (remote)

Supported a Principal Product Designer across UX flows, wireframes, prototypes, and hi-fi designs for web and mobile.

B2B Project & Marketing Support

AUG 2013 - OCT 2022

Town Arc Corporation (NYC) · Ernst & Sohn GmbH (Berlin) · and others

PM support on client projects; marketing strategy, visuals, and email campaigns; product and data research for finance and e-commerce.

Education

B.Sc. Architecture

APRIL 2015 - JAN 2019

Berliner Hochschule für Technik (BHT) (Berlin, Germany)

Structuring complex requirements, designing how people move through a system, and visuals: color theory, typography, layout.

Email

hello@sophia-ux.com

LinkedIn

linkedin.com/in/sophiadesign

Portfolio

sophia-ux.com

(live AI builds & case studies)

Skills

Directing AI Build & Research Tools
(vibe coding)

AI Evaluation & Quality

User Research

Usability Testing

Information Architecture

Systems Thinking

Design Systems

Prototyping

Visual Design

Cross-functional / Async
Collaboration

Tools

Design

Figma

Sketch

Adobe Suite

AI build

Claude Code, Claude Design

OpenAI's Codex

Cursor

Code & deploy

GitHub

Vercel

Research

UserTesting

Languages

German (native)

English (fluent)

Spanish (B2)