

# MICHAEL GIBRAN

## UX Designer, Researcher, and Strategist

### RESUME SUMMARY

UX Designer with over 5 years of experience crafting research-driven, user-centered solutions across enterprise, industrial, and mobility products. Demonstrated success in simplifying complex engineering and data-heavy workflows, leading to measurable improvements in usability and efficiency. Skilled in end-to-end UX design, from user research and prototyping to implementation within agile, cross-functional teams. Experienced in building and maintaining design systems that enhance scalability and consistency across digital ecosystems. Passionate about empowering technical users and developers through intuitive, purpose-driven design — with a proven ability to translate complex requirements into seamless, human-centered experiences.

### PROFESSIONAL EXPERIENCE

**Digital Inclusion Facilitator (Volunteer)** August 2024 – present  
Malteser in Deutschland  
Berlin, Germany

- Assisted 5+ refugees in setting up and independently operating essential digital services in Germany, including BA-Mobil, Bund-ID, BVG, and Luna App, improving their access to employment, mobility, and public services.
- Designed visual, step-by-step instructional materials highlighting key interaction pain points and proposed simplified user flows to enhance comprehension for non-native speakers.
- Conducted weekly feedback sessions (≈3 participants per session) to identify usability barriers in everyday digital interactions and co-create practical solutions tailored to individual use cases.
- Collaborated closely with the program coordinator to adapt support strategies based on participants’ evolving digital literacy levels and situational needs.

**UX Designer** November 2022 – March 2025  
Diconium (part of Volkswagen Group)  
Berlin, Germany

- Designed next-generation in-car mobility experiences for Volkswagen, contributing to 10+ successfully launched features across ADAS (Advanced Driver-Assistance Systems) and Navigation products.
- Defined user experience flows and interaction patterns for advanced driving and navigation scenarios using scenario-based prototyping in Figma and an internal car simulator.
- Collaborated with UX researchers to design and execute user testing sessions, including scenario preparation, simulator integration, observation, and post-test data analysis.
- Partnered with engineering teams across Europe to translate complex vehicle logic into intuitive, production-ready UX solutions.
- Played a key role in shaping Volkswagen’s ADAS UX vision, integrating 200+ screens from 7+ feature design teams into a cohesive, holistic in-car experience aligned with the brand’s future mobility roadmap.

### CONTACT

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**LinkedIn:** [Michael Gibran](#)

### EDUCATION

**M.Sc., Usability Engineering**  
Rhine-Waal University  
2018 - 2021

**B.Sc., Psychology**  
Brawijaya University  
2010 - 2015

### SKILLS

User Research · User Research ·  
Heuristic Evaluation · Wireframing ·  
Usability Testing · Interaction Design ·  
Design Thinking · Human-Centered  
Design · UX Strategy · Design Systems  
· Information Architecture  
Collaboration & Process Agile Teams ·  
Cross-functional Collaboration ·  
HTML · CSS · Javascript · Workshops  
Planning · Figma · Jira · Confluence ·  
Sketch · Invision

### CERTIFICATE

**Artificial Intelligence for Designer**  
Interaction Design Foundation  
2025

**Certifier Professional for User  
Experience - Foundation Level**  
International Usability and UX  
Qualification Board  
2023

### LANGUAGES

English (fluent) · German  
(intermediate) · Indonesian (native) ·  
Javanese (native)

**UX Mentor (Part-Time)**

March 2023 – December 2024

Indonesian Ministry of Higher Education  
Jakarta, Indonesia (remote)

- Collaborated with 6 universities nationwide to co-develop Human-Centered Design (HCD) curricula, aligning academic theory with industry best practices and current UX standards.
- Introduced design thinking methodologies, usability principles, and practical UX techniques to 300+ university students through workshops and lectures.
- Guided 50+ student project teams in applying the step-by-step Human-Centered Design process to develop innovative digital products — primarily mobile and web applications.
- Evaluated student outcomes based on research execution, usability testing, and design iteration quality, providing actionable feedback to improve real-world UX application skills.
- Fostered collaboration between academia and industry to strengthen the next generation of UX talent in Indonesia's higher education ecosystem.

**UX Specialist**

August 2020 – September 2022

Bilfinger Digital Next (part of Bilfinger SE)  
Heidelberg, Germany

- Led UX design initiatives for Bilfinger BCAP, an industrial software suite supporting engineering teams in the energy and manufacturing sectors.
- Conducted user research and usability testing using metrics such as SUS, error rate, first-click accuracy, and UEQ, achieving a 75% improvement in overall UX quality.
- Designed and launched 10+ data-driven enterprise dashboards optimized for engineering workflows, KPIs, and asset monitoring.
- Created an asset management tool for oil & gas operations that reduced task completion time by 30% and improved workflow efficiency.
- Collaborated with engineers, product managers, and data teams in agile sprints to deliver scalable, high-performance products for industrial users.
- Developed Bilfinger's first design system, establishing UI consistency and reusable components across multiple digital products.
- Championed a user-centric culture across departments through ongoing design consultation, workshops, and cross-functional alignment.

**UX Designer**

July 2019 – July 2020

Siegwerk Druckfarben  
Siegburg, Germany

- Led UX design for digital transformation initiatives in the industrial printing sector, supporting both internal operations and client-facing digital products.
- Designed 3 key applications (2 customer-facing, 1 internal), creating wireframes, interactive prototypes, and final UI designs that improved workflow efficiency and usability.
- Initiated and developed Siegwerk's first Design System, complete with component guidelines and documentation, enhancing design consistency and speeding up development across the IT department.
- Collaborated closely with product owners and developers in agile teams, iterating on feedback and shipping high-quality features under tight production timelines.
- Advocated for user-centered design principles, helping integrate UX practices into the company's broader digital roadmap.