



Jacqueline Isabelle Klein

UX-Design & Full-Stack Development

Work experience

Freelancer

01/2014 - present

UX design, web development, photography, game design (focus on anatomically accurate illustrations of horses, as well as equestrian equipment)

UI/UX Design | KMH GmbH

01/2024 - 10/2026

Contextual observation of call center agents, as well as conducting interviews and usability testing. Creating IA diagrams and user flow diagrams, (synthetic) personas, high-fidelity mockups, and prototypes. Creating and maintaining design systems. Documenting design processes. Advising the marketing team with a focus on UX design.

Full-Stack Development | KMH GmbH

04/2022 - 12/2024

Developing web-based software for energy providers and call center agents (Vue.js, Node.js, TypeScript, and Tailwind CSS). Designing and implementing WordPress websites. Implementing corporate design and employer branding, as well as conducting employer branding photography.

Web Development | lessingtiede GmbH

02/2018 - 04/2022

Developing on CMS systems (in-house CMS, Kirby, WordPress) using Atomic Design principles (PHP, JavaScript). Shell scripting to optimize workflows with GitHub.

Volunteering

Director of Operations | German UPA e.V.

09/2026 - present

Responsible for the further development and improvement of the website, as well as related coordination with stakeholders. Organization of association documents, minute-taking, and budget management.

Secretary Representative | German UPA e.V.

09/2025 - 09/2026

Certifications

CPUX-F Foundation Level | UXQB e.V.

03/2025

Certified Professional for Usability and User Experience

Education & training

B.Sc. UX Design | IU International University

01/2025 - present

Media Informatics | b.i.b. International College

09/2017 - 09/2019

Contact

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🌐 <https://jaklein.de/en>

Languages

German (Native)

English (B1-B2)

Skills

Accessibility (WCAG)

Data Privacy (GDPR)

DSA

EU AI Act

User Research

Digital Services Act (DSA)

Component libraries

Full-stack development

Web Hosting/VPS

Brand Identity

Search Engine Optimization (SEO)

Atomic Design

Vue.js

TypeScript

Claude Code/Codex

High-fidelity prototyping

Information architecture (IA)

PostHog

Design systems

Front-end architecture

React

Generative Engine Optimization (GEO)