



# Marcel Tanner

## UX/UI & Interaction Designer

Designer with a technical background, focused on intuitive products and clean, purposeful interfaces

[marceltanner.ch](https://marceltanner.ch) →

Email [info@marceltanner.ch](mailto:info@marceltanner.ch)  
Phone +41 78 607 16 46  
Address Gotthelfstrasse 50  
8003 Zürich

## Experience

Feb. 2023 – Dec. 2024

### UX/UI Designer

Olmero AG, Zurich

- Led the design of new features and iterative improvements for a web-based tender platform in the construction industry.
- Established and maintained a design system.
- Delivered UI designs and specifications for handoff to development.
- Reviewed implemented features to ensure design quality and consistency.
- Redesigned a responsive website related to the platform.
- Analyzed user behavior to inform design decisions.

Jan. 2021 – Oct. 2022

### UI Designer

Bitforge AG, Zurich

- Designed user interfaces for mobile/tablet apps, web applications, and websites for clients such as AMAG, Ifolor, and Feey, as well as for Bitforge's own products and corporate website.
- Defined user flows and wireframes in close collaboration with clients.
- Created interactive prototypes in both low and high fidelity.
- Developed logos and brand identities.
- Produced animations and edited videos.
- Designed print materials for various marketing purposes.

Sept. 2018 – Mar. 2020

### UX Designer / Frontend Developer

University of Zurich

- Designed the Citizen Science Center Zurich platform and multiple project sites using a shared design system.
- Collaborated with scientists to gather and translate project requirements.
- Implemented the frontend using Vue.js and a shared UI component library.
- Created graphic design assets for print materials to support the center's outreach.

Nov. 2017 – July 2018

### UX Designer

Tamedia AG, Zurich

- Redesigned a content administration system for news publishing sites.
- Contributed to the responsive redesign of client-facing news websites.
- Delivered designs, style guides, and assets to support development.

Jan. 2016 – June 2017

### UX Designer

Liip AG, Zurich

- Redesigned responsive websites for clients such as Migros and ASVZ.
- Designed and developed the frontend of an internal icon library and a Drupal-based website.
- Delivered UX/UI design for features of [produkte.migros.ch](https://produkte.migros.ch).

2015

### Freelancer

- Delivered UX/UI design for two applications for ELCA SA.
- Designed and developed small website projects.

Jan. 2014 – Nov. 2014

### UX/UI Designer

ELCA SA, Zurich

- Delivered UX/UI design for a healthcare bill auditing application for SUVA.
- Delivered UX/UI design for event management software at Credit Suisse.
- Designed UI for a security application at SIX.
- Created design concepts for various project proposals, including PostFinance and Manor.

Sept. 2011 – Nov. 2013

### Interaction Designer

Namics AG, Zurich

- Developed UX design concept for the SBB timetable and ticket shop.
- Delivered UX/UI design for tablet and desktop applications for UBS.
- Provided ongoing UX and UI design for various websites, apps, and intranets.

Dec. 2008 – July 2011

### Interaction Designer / Developer

mitLinks AG, Zurich

- Delivered UX/UI design for multiple websites and applications.
- Performed frontend and backend development.

## Education

Sept. 2004 – June 2008

### Interaction Design

Zurich University of the Arts

Aug. 1998 – July 2002

### Information Technology

Apprenticeship, Credit Suisse, Zurich

## Skills & Tools

- User Research
- Information Architecture
- Wireframing
- Prototyping
- User Testing
- UI Design
- Design Systems
- Animations
- Accessibility-Aware Design
- Analytics
- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Blender
- HTML/CSS/ JavaScript (incl. Vue.js)
- LLMs

## Languages

- German (native)
- English (fluent)

## Personal Details

Birthdate 18.03.1982  
Birthplace Richterswil (ZH), Switzerland