

CAROLINE RÖHRL

(née Olsienkiewicz) | UX Designer

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ABOUT ME

HCI specialist with 6+ years of experience designing and prototyping user-centric interfaces in the automotive industry. Strong expertise in design thinking, high-fidelity prototyping and cross-functional collaboration.

Dedicated to crafting innovative and seamless user experiences not only for the future of mobility.

EDUCATION

UNIVERSITY OF ST. ANDREWS

ST. ANDREWS, SCOTLAND UK | 2017 - 2018

MSc Human Computer Interaction (First Class)

LUDWIG-MAXIMILIANS-UNIVERSITÄT

MUNICH, GERMANY | 2011 - 2017

BSc Human Computer Interaction (2,1 - equivalent 2:1)

SKILLS

UX Design

Design Thinking

UX Research

Prototyping

Contextual Design

Storytelling

Wireframing

Tools

Sketch

Figma

Protopie

Photoshop

InDesign

Illustrator

Front-end

HTML/CSS, JavaScript/jQuery (basic)

CERTIFICATIONS & AWARDS

Career Foundry Course: UI for UX Designers (including a complete portfolio project from UX case study to prototype)

IDEO U: Hello Design Thinking

Murakamy: OKR Champion

St. Andrews University: Dean's list of excellence (2018)

LANGUAGES & INTERESTS

Languages:

German (native), French (native), English (fluent)

Interests:

Golf, Skiing, Boxing, Painting (oil & acrylic), Photography, Piano

EXPERIENCE

2019
- 2025

DAIMLER AG / MERCEDES-BENZ AG | STUTTGART, GERMANY

UX/UI Engineer in the pre-series development / research department

- Developed interaction concepts (IC, HU, Co-Driver Display) for the new MMA platform, amongst others focusing on user-centred design, safety and ergonomics.
- Partnered with cross-functional teams to integrate IC and ADAS concepts, securing management validation and demonstrating feasibility.
- Developed high-fidelity in-car prototypes for multiple displays (incl IC, HU, HUD, Co-Driver Display) using Protopie, enabling rapid testing and validation of interaction concepts.
- Led driving simulator and in-vehicle studies to evaluate remote control and ADAS take-over concepts, informing key UX design decisions.
- Managed the end-to-end process of interaction concept and prototype development for evaluation studies, securing stakeholder alignment and approvals.
- Spearheaded UX/UI design for integrating two confidential technologies into next-generation vehicles, driving concept validation through user research and stakeholder collaboration, hereby enhancing driver safety and comfort.
- Facilitated agile team growth through retrospectives, workshops, and open communication, promoting continuous improvement and knowledge sharing.
- Led the implementation and quarterly planning of the OKR methodology within the team and department, driving alignment on key objectives.

2017

AUDI AG | INGOLSTADT, GERMANY

Internship - Development of electronics for display and control concepts

- Supported early-stage design of interaction concepts for digital interfaces and head-up displays.
- Contributed to concept elaboration by generating and refining original ideas.
- Created prototypical design outlines and graphics using Photoshop and PowerPoint to support project presentations.
- Participated in ideation workshops and organised a test drive day to evaluate real-world UX.
- Presented project results to management, showcasing strong communication and presentation skills.

2011

EVISCO AG | MUNICH, GERMANY

Internship

- Collaborated on web design projects including layout revisions and visual asset creation using Adobe Illustrator and Photoshop.
- Assisted in the seamless transmission of HUK Coburg's annual employee meeting event.
- Designed a layout draft for the front cover of FC Bayern München's football season 2010/2011 DVD.

2015
- 2018

Additional Experience

Community Ambassador | Ayton House, St. Andrews

Afternoon Surveillant | Lycée Jean Renoir, Munich