Isabella Fendrich

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SUMMARY

High-impact UX/Product Designer and Business Analyst with a background in Computer Science and over 4 years of Business Analysis experience at Capgemini. Expert at bridging the gap between complex business logic and intuitive user experiences. Proven track record in managing stakeholders for high-stakes government agencies (HMRC, DVLA) and leading digital transformation for social impact initiatives. A strategic thinker who combines technical feasibility with human-centered design.

SKILLS

Jira	Figma	Java Programming
Confluence	Wordpress/Elementor	CSS/PHP/HTML/ETL
Microsoft Suite	UX Prototyping	Requirements Gathering
Kanban	Qualitative/Quantitative Research	User Story
Visio	User Research	Acceptance Testing

WORK EXPERIENCE

Freelance UX/Product/Web Designer   **July 2025 - Present**

Highlighted Project: Zuvfriends/ZuvNaizuid NGO
Product Designer and Acting Lead of Operations   **Jul 2025 - Jan 2026**

- **Digital Transformation:** Architected the institutional digital infrastructure, migrating all operations to secure cloud workspaces and developing the organization's professional web presence (Elementor).
- **Strategic Governance:** Authored core governance documents, mission statements, and by-laws to establish legal standing and operational transparency for housing initiatives.
- **Stakeholder Liaison:** Co-authored grant proposals and served as the primary interface with international NGO partners to secure government funding.
- **Design Leadership:** Acted as Lead Product Designer for a digital record platform, ensuring data integrity and user accessibility for social impact initiatives.
- Facilitated high-level international communications as lead translator, bridging the gap between local leadership and global stakeholders.

Other
- Creating websites using wordpress, custom code and AI (Prompt Engineering) to make functioning websites for business/artist/writers.

Capgemini   **Remote/United Kingdom**
PMO (Project Management Office)   **Apr 2021- Jan 2022**
Client: HMRC (His Majesty's Revenue and Customs: Government Agency)
- Led meetings with technical leads and managers to track spending and resources, improving project efficiency and on-time delivery.
- Developed and maintained project codes, capacity planning, and financial reports, enhancing transparency and compliance.

Capgemini   **Remote/United Kingdom**
Business Analyst   **Jan 2021- Apr 2021**
Client: Michael Page

- Led stakeholder meetings, prioritized product backlog, and translated user needs into technical specifications on Salesforce, boosting user satisfaction.
- Developed KPIs, conducted user testing, and documented process flows to reduce system downtime and improve operational performance.

Capgemini   **Bristol/United Kingdom**
Business Analyst   **Sep 2019- Dec 2020**
Client: DVLA(Driver Vehicle Licensing Authority: Government Agency)
- Gathered and analyzed business requirements, led 30+ workshops and interviews, and wrote detailed user stories/acceptance criteria in JIRA to improve software usability and Agile delivery.
- Managed the product backlog, ensuring new features aligned with user needs and enhanced overall user experience.
- Designed comprehensive process and workflow maps using Visio, and developed documentation in Confluence to improve clarity, stakeholder understanding, and team collaboration.
- Collaborated closely with a team of 15 developers to translate requirements into functional solutions, prototyping and iterating to optimize usability and efficiency.

Led a workshop with business stakeholders for the project of providing government grants to electric vehicle owners to set up charging stations in their home. In charge of the product backlog, schedule and acting as project manager.

- Developed comprehensive work/process flow diagrams of how the users would apply for grant
- Designed user interface/ux design and workflow of the service

Capgemini   **Glasgow/United Kingdom**
Business Analyst   **Sep 2018- Apr 2019**
Client: Aggreko
- Conducted user, unit, and smoke testing and participated in sprints/retrospectives, improving deployment quality for weekly objectives.
- Implemented Field Service Lightning and enhanced workflows/features, increasing operational efficiency and reducing project turnaround time.

EDUCATION

Product Design, *CareerFoundry*, Berlin, Germany, July 2025

Bachelor of Science Honours Degree; Computer Science
School of Mathematics and Computer Science, Heriot-Watt University, Edinburgh, United Kingdom, May 2018

Thesis: Designed and developed a full-stack platform (PHP/SQL) to support female engagement in STEM.

PROJECTS

Fiction Author/Content Creator   **Feb 2022- Present**
Author
- **Storytelling** - Directed the end-to-end development of a full-length (100k word) fantasy novel, utilizing empathy-driven storytelling to build complex narrative structures and character journeys.
- **Brand Strategy** - Published digital essays and creative pieces, building an engaged readership through narrative storytelling and clear, compelling communication.
- **Project Management:** Managed research, user feedback, structural editing, and revision cycles, demonstrating high-level independence and attention to detail.

Pisces App   **Sep 2024- April 2025**
Product Design Student
- Researched literary spaces, professional services, and writing communities to design core functions and a user-friendly interface connecting writers and editors.
- Conducted user interviews and usability testing, refining prototypes based on feedback to improve engagement and satisfaction.

Virgo App   **May 2025- July 2025**
Product Design Student
- Designed a home-search app with an AI chatbot by analyzing market products and improving functionality for ease of use.
- Collaborated with a senior designer to iterate Figma designs, enhancing user experience and interface clarity.

Scorpio App   **July 20225 -August 2024**
Product Design Student
- Designed the Scorpio App to help young professionals to develop new mindfulness habits through the use of an AI chatbot, using competitive analysis to inform unique features
- Conducted iterative usability testing and Figma design iterations to create an intuitive, user-friendly application.

CERTIFICATIONS & ADDITIONAL

British Computer Society   **Dec 2021**
Requirements Engineering

British Computer Society   **Jun 2020**
Business Analysis

Salesforce   **Sep 2019**
Salesforce Certified Administrator

Languages : *English (Native), Mongolian (Fluent Translation/Interpretation for Business & Art).*