

+ UX DESIGN · HUMAN FACTORS · AUTOMOTIVE

UX Project Lead with a Master's in Human Factors and 6+ years in automotive and aerospace. I turn research and requirements into intuitive in-car experiences — and build with Python, HTML and agentic AI.

Hi, I'm Madlen Vill

— UX DESIGNER & HUMAN FACTORS SPECIALIST



☎ +49 151 5626 1552
✉ madlen.vill@icloud.com
🌐 linkedin.com/in/madlen-vill
🌐 madlen-vill.com
📍 Mühlenblick 5, 38528 Adenbüttel
📅 Born 16 September 1996

EXPERIENCE

2023 – Present

UX Designer · UX Project Lead

Volkswagen AG · Wolfsburg

- Own the in-car experience of ID. EVERY1: ~300 user needs, 3 journeys, 3 personas and numerous innovation topics.
- Lead a core team of cross-functional experts on UX topics and present results to top management.
- Built an end-to-end customer-satisfaction KPI, live-tracked with self-built Python tooling.
- Validate UX innovations and behaviour models with feature partners.

2022 – 2023

Development Engineer · HMI

IAV GmbH · Automotive engineering

- Specified automotive HMIs, translating user and functional requirements into detailed interaction specs.
- Validated concepts with high-fidelity prototypes and steered reviews with OEMs and suppliers.

2021 – 2022

Junior Consultant · Human Factors

Tagueri AG · UX consultancy

- Designed and ran 3 training programmes for an aerospace client: ~40 workshops, ~600 employees.
- Evaluated a defence radar system through operator studies and usability tests.
- Ran user research and Figma prototyping for an intranet redesign and a management dashboard.

EDUCATION

2018 – 2021

M.Sc. Human Factors

TU Chemnitz

Incl. UX research internship at Mercedes-Benz (7 innovation studies, incl. eHMI)

2015 – 2018

B.Sc. Psychology

Ulm University

Certification

CPUX · UXQB

SKILLS

- UX strategy & governance
- User research & usability testing
- HMI specification & requirements
- Stakeholder management up to C-level
- Workshop facilitation & training
- AI-assisted prototyping & automation

TOOLS

Figma, Jira, Codebeamer, Confluence, SPSS
Python, HTML/CSS, VS Code, AI coding agents

LANGUAGES

German Native

English B2–C1

French A2

Spanish A2