

Who is **Sandra Bayer**? Lead visual experience designer at **foryouandyourcustomers** – a designer with a passionate focus on clarity, simplicity, and customer needs.



More about Sandra Bayer (sab) at <https://sab.foryouandyourcustomers.com>.

What Sandra Bayer offers

She helps you bring your user interfaces to life using clearly structured design systems and a strong focus on user needs, all without losing sight of your business aims. She sees the challenging and exciting field of design, users and KPIs as an opportunity to derive and create really good, intuitive and surprising interfaces. Sandra will take you through the entire process, from the joint definition of design principles to the developed design system matched to the medium, audience, and brand.

“Simplicity is the ultimate form of sophistication.” – Leonardo Da Vinci

Her Background

Sandra has had a passion for design since she was a small child, and it soon became clear that she would go into a creative profession. She explored both print product design and website design during her training as a media designer for digital and print media. Her interest in users and also her technical background led her to different universities. She established her specialisation in this field in her multimedia and communications diploma programme (universities of applied sciences in Ansbach and Graz) and her Master of Arts in communication planning and design (University of Design Schwäbisch Gmünd). She turned theory into practice by designing various digital interfaces such as websites, e-commerce shops, apps, online portals and the like. Sandra has worked at major digital agencies for ten years, starting with a junior position and working her way up to head of UX/UI, focusing on creative direction as well as team building and team management. She doesn't use design as decoration – instead, it is al-

ways purposeful, supportive and simplifying in terms of users and channels.

The questions “why?”, “for whom?” and “for what purpose and aim?” are questions she asks even when making design decisions.

She has been working for foryouandyourcustomers in Munich since January 2018.