

Sibylle Roche

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PROFILE

Visual-first UI/UX Designer with 20 years of operator experience and a working AI workflow. Before designing on screen, I ran beauty salons, commissioned full brand systems from scratch, and spent two decades reading clients, managing teams, and making high-stakes calls in real time. That operator background is the lens behind every design decision. User behavior, friction, and workflow logic are not abstract concepts to me. My practice is AI-assisted and human-directed: I use AI daily across research synthesis, concept exploration, and iteration, and make every design call myself. Bilingual in English and German. Portfolio: www.beeloves.design

SKILLS

- UX / UI Design
- Visual Design
- Brand Systems
- Information Architecture
- AI-Assisted Workflow
- Design Thinking
- Typography
- Color Theory
- Accessibility
- Prompt Engineering
- User Research
- Prototyping & Wireframing
- Team Leadership
- Client Relations
- Business Operations
- Figma
- Adobe Creative Suite
- Procreate
- Duda
- Webflow
- HTML / CSS
- Canva
- Bilingual: English / German

EXPERIENCE

Freelance Designer | Vonore, TN | 2024 - present

HWY68 Coffee House · Branding & UX

- Identified brand and visibility gaps for a local small business; proposed and executed a pro bono branding engagement
- Applied information architecture thinking to map content hierarchy and visual structure across the brand system
- Delivered logo, signage, and collateral as a connected system, not isolated assets
- Project is the foundation of the HWY68 UX case study: <https://www.beeloves.design/work/hwy68-coffee-house>

Career Development Period 2013 – 2023

- Dedicated 13 years to full-time parenting, including relocation from Germany to the United States in 2016 and the birth of my second child in 2021.

- Began a career pivot in summer 2018, completing college coursework and professional certificates in UX, visual design, information architecture, AI, and front-end development, while homeschooling my first child for 5 years.

Rockin' Beauty · *Owner & Operator* | Buedingen, Germany | 2010 – 2013

- Solo-operated full-service salon, all client services, marketing, inventory, and business functions
- Relocated to a different city and retained approximately half of the previous salon's client base on reputation alone
- Maintained active bookings in the local music and fashion scene, extending brand presence beyond walk-in traffic
- Closed following the premature birth of my son, who required full-time medical care.

schoenseits Salon & Spa · *Owner & Creative Director* | Gruendau, Germany | 2006 – 2010

- 3,000 sq ft Aveda-affiliated salon and spa; led a team of 4 stylists and 1 trainee
- Directed a full brand architecture commission from the client side (name, logo system, website, and collateral), working with an external creative team while running daily operations simultaneously
- Managed all client services, team scheduling, inventory, and vendor relationships at full daily capacity
- Awarded Top Hair Magazine's Salon of the Year

EDUCATION

Google AI Professional Certificate | Coursera | 2026

Google UX Design Professional Certificate | Coursera | 2025

Interaction Design Foundation (IxDF)

UX, Design Thinking, Visual Design, Gestalt, AI for Designers; 6 courses + 26 masterclasses | 2023 – ongoing

Skillcrush

Visual Designer, UX Designer, and Front-End Developer track 2019 - 2024

Design for Web and Print | Pellissippi State Community College, Knoxville TN | 2019 – 2021 | GPA 4.0

Master of Craftsmanship, Hairdressing | Meisterschule Rohrmann, Heidelberg, Germany | 2005

TECHNICAL TOOLS

Figma · Adobe Illustrator · Photoshop · InDesign · Procreate · HTML5 · CSS · GitHub · Duda · Webflow · Canva · ChatGPT · Claude · Gemini