



Professional 1 / 3

12.2019 – today Knauf Digital, Munich – UX Lead | Product Owner

At the end of 2019, Alexandros was hired by Knauf to support the company in the digitization of the construction industry as UX/UI Lead.

Alexandros' methodological foundation is hypothesis-based validation of business & customer problems and exploratory development of innovative product and business solutions in a global market.

He implemented a User Experience Research Repository to centralize research and insights and make them searchable and filterable. Most recently, he developed the design system to rapidly create products of consistent quality with integrated methods for usability, accessibility, and growth hacking.

- UXR repository development
- Design system development
- Rapid prototyping
- Rapid researching
- Journey mapping
- Hypothesis generation and validation
- Problem validation
- Solution validation
- Development and launch B2B order tool Finland



Professional 2 / 3

05.2017 – 11.2019 Occhio, Munich – UX Manager | Product Owner

From 2017 Alexandros Shomper was responsible for the User Experience at Occhio. He was UX Manager & Product Owner of the online platforms, which led to a complete, consistent redesign of the digital ecosystem of Occhio.

In 2018, he supported in the creation of the new Occhio campaign, taking the brand to the next level and establishing it as a luxury brand. Among other, he also initiated the two brand-building efforts to sponsor the German pavilion at the Biennale di Venezia, as well as a long-term collaboration with high-fashion stylist and icon John Nollet in Paris.

- Direct collaboration with CEO and C-Level
- Product ownership website
- Project management website
- Technical leadership of project team members from 4 divisions
- Dev & design agency leadership
- Design direction & digital brand management
- Strategic & conceptual development of the corporate website
- Strategic planning of a premium brand user experience
- Persona development
- Customer journey mapping
- Concept & design of the partner/store finder
- Checkout concept
- Newsletter concept & design
- Digital workplace setup
- Processes & tools setup incl. corporate training
- B2C & B2B



Professional 3 / 3

01.2016 – 04.2017 Occhio, Munich – Designer | Project Manager

- Coordination with C-Suite
- Digital transformation (communication, project management, automation)
- UX design & concept of the product configurator
- UX design & concept refresh of the store finder and checkout
- Concept of the store opening event cologne
- Design agency management
- New store branding concept development

10.2014 – 12.2015 Occhio, Munich – Designer

- Coordination with CEO
- UX design & concept of the partner portal
- UX design & concept of the Configurator
- Design agency management
- Editorial Design
- Development of a new cross-product portfolio price list system
- UX design store finder
- Advertorial Design
- Event design

08.2012 – 06.2014 Wächter & Wächter Advertising, Munich – Art Director

Alexandros' core responsibilities were to look after Stabilo & Magirus (the two largest clients at Wächter & Wächter Advertising), as well as Nature Gourmet, Crown, Fendt, and Mediven.

- Layout & concept development
- Preparation & support of film & photo shoots
- Print support and proof approval for ads and editorials
- Print campaigns as well as online campaigns
- Responsibility of UX/UI design and information architecture of all websites
- Concept & wireframes
- Setting up the internal team structure and workflows



Certification 1 / 2

2021 freeCodeCamp – Front End Libraries

Quickly build powerful single page applications (SPAs) using React & Redux, as well as Sass, Bootstrap, and jQuery.

- React
- Redux
- Sass
- Bootstrap
- jQuery

2019 IDEO – Design Thinking

Learning how Design Thinking works and how these tools and processes can be applied to one's own work through case studies with IDEO experts and activities.

- Creative problem-solving
- Gather inspiration
- Observation
- Ideation
- Prototyping
- Storytelling

2018 AJ&Smart – Design Sprint Master

A Design Sprint at AJ&Smart is a 4-day process to quickly solve big challenges quickly, develop new products or improve existing ones.

- Expert interviews
- HMWs
- Long term goal + sprint questions
- Journey map
- Lightning demos
- Solution presentation
- User test flow
- Storyboarding
- High fidelity prototypes
- Scheduling and running user test
- Reporting



Certification 2 / 2

2017 Google | Avado – Digital Strategy & Leadership

Squared Online is the award-winning digital marketing and leadership course with the best experts for marketing managers and professionals.

- Certified digital marketer & digital leader
- Award, cohort Best
- Change management
- Digital trends
- Digital transformation
- Business planning
- Leadership styles
- Agile organizations
- People analytics
- User research
- Customer journey
- Social strategy
- Mobile strategy
- Content strategy
- Search
- Analytics
- Attribution
- Programmatic



Education

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|-------------|---|
| 2017 | Google Squared Online – Digital Marketing |
| 2008 – 2011 | Akademie U5 Privatuniversität – Diploma Communication Design & Art Direction |
| 2004 – 2006 | Rainer-Werner Fassbinder Fachoberschule für Gestaltung – Arts & Design |

13.03.1986	LMU Frauenklinik in der Maistraße, Munich – Birth
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