



AMANDA LOW

I am a UX/UI Designer with a background in digital marketing. With 8 years experience in high-end fashion, beauty, and wellness in e-commerce, I bring with me excellent problem solving, communication, and project management skills. In my spare time I enjoy yoga, writing, and travel.

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 amandalow.design

SKILLS

UX/UI

User Research · Usability Testing · Wireframing · Prototyping · Information Architecture · Interaction Design · HTML · CSS

TOOLS

Sketch · Figma · InVision · Principle · Marvel · G Suite · MS Office

EDUCATION

IRONHACK BERLIN 2020-2020
UX/UI Design Bootcamp

UNIVERSITY OF SOUTH AUSTRALIA 2003-2006
BMgmt Marketing
BA International Studies

LANGUAGES

ENGLISH: Native

GERMAN: C1

JAPANESE: A2

WORK EXPERIENCE

Horizn Studios GmbH (Berlin) Feb 2019 - Aug 2019
Team Lead Marketplace, CRM & Partnerships (managed team of 3)

- Responsible for CRM (e-mail marketing, campaign management), online marketplaces and performance marketing based partnerships.
- Achieved: building marketplaces channel with cross-departmental team to top-performing marketing channel. Black Friday Campaigns 2017-2019.

Horizn Studios GmbH (Berlin) Jul 2017 - Jan 2019
Senior/Affiliate & Marketplace Manager (managed team of 2)

- Responsible for Affiliate and other performance marketing partnerships in DACH/UK. Working with Webgains, Rakuten Linkshare, Amazon EU5, Farfetch, Zalando, Opumo.
- Achieved: building DACH/UK Affiliate programs, negotiating successful DE Corporate Benefits partnership.

EyeEm Mobile GmbH (Berlin) Sep 2016 - Jul 2017
Metadata Specialist (Freelance)

- Computer vision metadata evaluation and editing, developing the tagging and captioning algorithm.

nu3 GmbH (Berlin) Dec 2013 - Oct 2014
Senior Affiliate Marketing Manager / Team Lead International (managed team of 4)

- Overseeing the digital marketing launch of nu3.com (UK/Nordics). Working with Affilinet, Adtraction, Amazon UK.

Glossybox (Beauty Trend) GmbH (Berlin) Oct 2012 - Nov 2013
Affiliate Marketing Manager (managed team of 3)

- Responsible for Affiliate marketing operations, partner acquisition. Working with ZanoX, Affiliate Window, Commission Junction.

Glossybox (Beauty Trend) GmbH (Berlin) Feb 2012 - Sep 2012
SEO Editor/Junior Manager (managed team of 8)

- Responsible for strengthening SEO rankings during launch phase.

UX/UI PROJECTS

Final Project: Queer Booth Feb 2020
Ironhack Berlin UX/UI Design Bootcamp

- Redesign of mobile app for relaunch based on own vision, research, and findings. Upgrade of photo booth feature using augmented reality.
- Deliverable: Hi-Fi prototype (mobile).

Add a Feature: WhatsApp Subgroups Jan 2020
Ironhack Berlin UX/UI Design Bootcamp

- Design a new feature for an existing platform based on user needs.
- Deliverable: Hi-Fi Prototype (mobile).

Editorial Design: Sports Magazine Jan 2020
Ironhack Berlin UX/UI Design Bootcamp

- Design and branding of an online editorial for a given user persona.
- Deliverable: Hi-Fi responsive prototypes (desktop/mobile).