



AMANDA LOW

I am a UX Designer with an e-commerce background.

With 8 years of experience in online fashion, beauty, and health, I'm fascinated by all aspects of user experience.

UX • UI • Project Management • Digital Marketing

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EDUCATION

Ironhack Berlin
UX/UI Design Bootcamp 2020-2020

University of South Australia
BMgmt Marketing 2003-2006
BA International Studies

Nagoya University of Foreign Studies
Japanese Lang. Program 2004-2005

LANGUAGES

English	Native
German	Fluent (C1)
Japanese	Intermediate (A2)

SKILLS

UX/UI
User Research • Usability Testing • Wireframing • Prototyping • Information Architecture • Interaction Design • HTML • CSS

WORK EXPERIENCE

co-creagency (GOALGIRLS) GmbH (Berlin) Jan 2020 - present
User Experience Designer (Freelance)

- User research, UI Design, and code for member database.
- Advertising campaign ideation sprints.

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

- Responsible for global CRM (e-mail campaigns), online marketplaces, and performance partnerships channels. Team building, and developing internal and partner solutions e.g. inventory management system, Amazon/Zalando integration.
- Achieved: building marketplaces channel and Amazon seller inventory process with cross-departmental team. Top performing (REV) marketing channel, and Black Friday Campaigns 2017-2019.

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

- Responsible for global Affiliate and performance partnerships channels. Channel building, and developing internal solutions. Working with Amazon EU, Rakuten Linkshare, Farfetch, Zalando, Opumo, Webgains.
- Achieved: building DACH/UK Affiliate programs, top performing (CVR, CPO) 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
Team Lead International / Senior Affiliate Marketing Manager (managed team of 4)

- Responsible for the digital marketing launch of nu3.com (UK/Nordics). Team building, channel development, and developing partner solutions. Working with Affilinet, Adtraction, Amazon UK.

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

- Responsible for global Affiliate channels. Channel building and optimisation. Working with Zanox, Affiliate Window, CJ. Copywriting/ banner design.

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

- Responsible for global SEO Channels. Team building and strengthening SEO rankings during launch phase.

Digital Marketing
SEO • Affiliate • SEM • CRM • Marketplace • Data Analysis • A/B Testing • Strategic Thinking

Tools
Google Analytics • Hotjar • Figma • Sketch • Adobe XD • Photoshop • InVision • Principle • Marvel