



# 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

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

## WORK EXPERIENCE

co-creagency (GOALGIRLS) GmbH (Berlin)  
**User Experience Designer** (Freelance)

Jan 2020 - present

- 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.

### Marketing

SEO • Affiliate • SEM • CRM • Marketplace • Data Analysis • A/B Testing • Project Management • Strategic Thinking

### Tools

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