# AMANDA LOW

## UX DESIGNER

UX · UI · Digital Marketing · Project Management

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I'm a UX Designer with an e-commerce background. Years of building user experiences for B2C marketing campaigns in online fashion, beauty, and health inspired me to deepen my knowledge of UX. After studying UX/UI at Ironhack in Berlin, I am now focusing on my passion for user-centred design.

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## WORK EXPERIENCE

**Present**
**Jan 2020**
● [co-creagency](#) (GOALGIRLS) GmbH (Berlin)
User Experience Designer (Freelance)
● Working on creation of agency member database. User research, information architecture, prototyping, UI Design, and building code.
● Developing agency campaigns through ideation sprints.

**Aug 2019**
**Feb 2019**
● Horizn Studios GmbH (Berlin)
Team Lead Marketplace, CRM & Partnerships
● Led CRM team. Responsible for graphic design, UX design and copy for all e-mail campaign touchpoints inc. newsletter, landing pages, and product pages. Setup of global campaigns inc. customer segmentation and user behaviour tracking, and optimising open and click through rates.
● Responsible for performance-based partnerships. Overseeing graphic design, UX design and copy for external landing pages, and project management and deal negotiation of monthly campaigns. Developed Corporate Benefits cooperation to 7% conversion rate and lowest cost-per-order paid channel.

**Jan 2019**
**Jul 2017**
● Horizn Studios GmbH (Berlin)
Senior/Affiliate & Marketplace Manager
● Led cross-departmental team on marketing, forecasting, logistics, and systems integration of Amazon EU, Farfetch, and Zalando. Overseeing graphic design, UX design and copy for external landing page and product content. Increased Marketplaces share of total online revenue from 16% (Aug 2017) to 28% (March 2018).
● Led Affiliate team. Responsible for graphic design, UX design, and copy for affiliate banners and landing pages. Optimised global campaigns through user analysis and deals negotiations, developing channel to 5% conversion rate.

**Jul 2017**
**Sep 2016**
● EyeEm Mobile GmbH (Berlin)
Metadata Specialist (Freelance)
● Computer vision metadata evaluation and editing, developing the tagging and captioning algorithm to enhance photo categorisation experience.

**Aug 2016**
**Feb 2015**
● Self Employed (Berlin)
Digital Marketing Consultant (Freelance)
● Ground Magazine, Ypsilonegro film, Dying To Divorce film, Tzuji clothing

**Oct 2014**
**Dec 2013**
● nu3 GmbH (Berlin)
Team Lead International / Senior Affiliate Marketing Manager
● Led nu3 International team, working on the digital marketing launch of new markets inc. customer analysis, market research, and optimising sales funnels.
● Managed Affiliate channel. Overseeing graphic design, UX design, and copy for affiliate banners, campaign management, and deals negotiation. Working with Affilinet, Adtraction, Amazon UK.

**Nov 2013**
**Feb 2012**
● Glossybox (Beauty Trend) GmbH (Berlin)
SEO & Affiliate Marketing Manager
● Led Affiliate team. Responsible for graphic design and copywriting of affiliate banners and landing pages. Optimising campaigns through user analysis and user journey mapping, building channel to over 500 partners. Working with Zanox, Affiliate Window, Commission Junction.
● Managed SEO team. Responsible for optimising website structure and content and link building to strengthen SEO rankings during launch phase. Building the channel to 10 markets.

## UX CASE STUDIES

**Queer Booth**
Redesign app for relaunch using AR, focusing on LGBTQ+ representation.

**WhatsApp**
Design a subgroup chat feature to categorise conversation topics.

**GOALGIRLS**
Design and build a member database to promote creative community skillsets.

## SKILLS

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

**Marketing**
Affiliate · SEO · SEM · CRM · Marketplace · Data Analysis · A/B Testing · Project Management · Strategic Thinking

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

## EDUCATION

**Ironhack Berlin**
2020-2020
UX/UI Design Bootcamp

**Uni. of South Australia**
2003-2006
BMgmt Marketing
BA International Studies

**Nagoya Uni. of Foreign Studies**
2004-2005
Japanese Lang. Program

## LANGUAGES

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

## HOBBIES

Yoga
Coding
Writing